

# MOHAMED DAHER

+9613623551 | +34652075310 | [madaher@alumni.ie.edu](mailto:madaher@alumni.ie.edu)

May 15, 1982 (35 y.o.) Lebanese / Valid Spanish Work Residency

## EDUCATION

2015 – 2016	MBA – IE Business School	Madrid, Spain
2001 – 2006	BE in Computer Engineering – Lebanese American University	Byblos, Lebanon

## PROFESSIONAL SUMMARY

Technology enthusiast, innovation and idea generation engine, a mix of corporate and entrepreneurial career, and expert in managing teams of different disciplines and backgrounds with more than 12 years of experience in the IT industry. Founded and successfully exited a social media advertising platform that creates a direct channel between advertisers and social media influencers.

## PROFESSIONAL EXPERIENCE

Feb 2016 – Present	<b>Leadz</b> <b>Founder-CEO</b> Leadz is a social media advertising platform that enables social media users to earn money and empowers them to be influencers. <ul style="list-style-type: none"><li>Built an extensive knowledge in digital advertising strategies and techniques, analyzing data mainly to understand the market need and identify gaps and areas of improvement with current traditional advertising platforms such as Google AdWords, twitter, Instagram and Facebook campaigns.</li><li>Tracked and improved KPIs: Monitoring and managing metrics such as CTRs, impression share, CPCs, conversions and revenue to optimize ROI for potential clients while getting to know their business, goals and managing the campaigns using data to meet these goals.</li><li>Experience with Google AdWords (Certified Fundamentals Partner). Bing Ads, Google Analytics and extensive knowledge of search engine marketing, display and/or video advertising.</li><li>Worked on formulating a deep learning pricing model that uses big data to collect campaign information from the platform and uses machine learning to optimize the ROI for advertisers.</li></ul>	Madrid, Spain <a href="http://www.leadz.me">www.leadz.me</a>
May 2012 - 2015	<b>ElementN</b> <b>Project Manager</b> <ul style="list-style-type: none"><li>Member of the Professional Services management team handling project delivery, senior management collaboration, strategy development, team hiring, project budgets, data analysis and cost reduction. Promoted to manage and formulate internal training programs and classes.</li><li>Directed projects of up to 20 members chairing, mentoring and advising developers, designers, UX-Analysts, QA and technicians using AGILE methodology.</li><li>Guided clients to take large scale web initiatives such as Corporate Web Portals and Enterprise Intranets from conception to completion, opportunity identification, decision making and trend analysis.</li></ul>	Beirut, Lebanon <a href="http://www.elementn.com">www.elementn.com</a>
Dec 2003 - 2012	<b>WARM Studios SARL</b> <b>Co-Founder – Project Manager</b> WARM Studios is a web design and software development company. <ul style="list-style-type: none"><li>Supervised and provided guidance for teams of up to 8 members, incl. designers, programmers, animators, developers.</li><li>Developed documentation for existing projects &amp; created design documentation, proposals and reports for new projects.</li><li>Attracted and supported international key clients such as LAU (Lebanon), ARC (Lebanon), Live Lebanon (UNDP), Five Stars Tours (Lebanon), MTC Saudia (KSA) in a wide variety of sectors including NGOs, Contracting, Tourism, Real estate, etc. guiding business development and growth.</li><li>Conducted public relations with clients and developed requirements/ideas to electronic and web solutions, consulting in brand building campaigns and product innovation, pitching features development and presenting the concept.</li><li>Built an extensive experience in Web Servers IIS &amp; Apache and built a high performance hosting client base.</li></ul>	Beirut, Lebanon <a href="http://www.warmstudios.net">www.warmstudios.net</a>
Oct 2010 – 2012	<b>INTERNATIONAL TURNKEY SYSTEM</b> <b>Senior Technical Specialist</b> ITS is a leading integrated information technology solutions and software services provider on TABS CRM and mobile operators billing system. <ul style="list-style-type: none"><li>Collected requirements from clients on site, executed modifications/upgrades/fixes and delivered full functionality.</li><li>Performed TABS system upgrade for Zain Bahrain and EMTS Nigeria.</li></ul>	Beirut, Lebanon <a href="http://www.its.ws">www.its.ws</a>

## GENERAL INFORMATION

- Languages: Arabic: Mother Tongue. English: Fluent. French: Intermediate. Russian: Beginner. Spanish: Beginner.
- Computer Languages: C, C++, Java Assembly, HTML, PHP, ASP.NET, SQL under ORACLE (SQL PLUS), JAVA Scripts, VHDL, Lingo. Programs: Dreamweaver, Flash, MS Office, VISIO, Primavera, Autocad, Geomedia.
- President IE Lebanon Club, IE Standard Bearer and Team Coordinator for MBAT, Winner of PAN Arab Web Award 2005 for the LAU School of Arts & Sciences web portal
- Started a Bar business during 2009-2011 and followed all matters of construction, setup and operations.
- Organized, thorough, goal oriented, team worker, multitasked, able to handle different levels of responsibilities.
- Interests: travel (visited almost 25 countries), technology, chess, football.