

# Rana Naaman

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## SUMMARY

IT specialist with more than 13 years of multifaceted experience, including Presales Support and Application Development, as well as working directly with customers in a consulting capacity.

## EXPERIENCE

### Digital Project Manager on Limelines, Cetera Technology SAL - (<http://www.limelines.com>)

Lebanon, Beirut — Mar 2018 – Present

Cetera Technology builds media channels for the Middle East and North Africa (MENA) region. Limelines is the first prime brand of Cetera Technology. My main tasks include:

- Creating and documenting an end to end software development plan and supporting documentation
- Managing the agile team including BA, UX, UI and the whole development team as well as the QA division
- Managing daily scrum activities to ensure requirements are being met on time.
- Communicating with the whole agile team members to follow up on the project and reporting accurately on the project progress to management
- Highlighting risk and develop plans to deal proactively with issues when and if they arise during the project to resolve them
- Estimating workloads, budgets, and developing schedules
- Created executive dashboard and status report and shared with leadership team on a weekly basis

### Business Analyst & PreSales Engineer, World Compliance Technologies (<http://www.wct-inc.com>)

Dubai, UAE — Mar 2013-Jul2017

World Compliance Technologies is a global leading provider of identity assurance and Global Trade Compliance & Government Solutions.

WCT provides specialized IT and Security Solutions serving mainly the government sector (e-gov). My main tasks include:

- Analyzing clients' current systems and processes, carrying out Gap Analysis and documenting the new requirements for improving the current systems and/or processes specific
- Conducting workshops to map correctly Enterprise Applications built on contactless biometrics.
- Identifying and defining the prospect's business requirements, needs, and objectives.
- Project Management of several projects and managing the resources to ensure the project progresses on schedule and within budget using available tools.
- Reporting project status to the stakeholders within the client
- Responsible for working on a range of projects, designing appealing websites and interacting daily with graphic designers, back-end developers and marketers, to ensure they have a consistent look and feel
- Working with local and international teams in building the marketing support and technical support information (infrastructure activities)
- Managing training workshops and looking after all related training material (writing up technical manuals and user instructions).

## Key Projects

- **Buganda Land Board (BLB) & Kenya Land Management:** managing land properties via biometric solutions and providing them with the required land Title documentation
- **Kentrade:** streamlining international trade procedures by integrating multiple countries' trade requirements via WatchList Screening & manage diverse challenges of international trade

- **Delhi Golf Club:** implementing fraud proof solutions using Biometric technologies such as Palm Vein, IRIS and Face Recognition

**Presales Engineer, SMSGlobal (<http://www.smsglobal.com>)**

Dubai, UAE — Feb 2011- Dec 2012

My Presales role in SMSGlobal (Australia's leading internet SMS communication platform provider) includes the following:

- Technical support manager for dedicated large accounts as Samsung, DubailIslamicBank, etc.
- Understanding Prospects IT platform (Mail applications, ERP, Custom Applications) and providing them with the required Mobility solution that complements their IT Infrastructure
- Responsible for developing proposals, SWOT analysis, BID analysis, competitor gap analysis.
- In Direct Communication with carriers, international operators, and suppliers.

**Junior Presales, Secure Pulse (<http://www.securepulse.com>)**

Beirut, Lebanon — Oct 2009-Oct 2010

My main tasks as a Junior Presales Specialist included the following:

- Providing presales support including product demonstration, product and solution training, as well as helping the sales executives close business deals and obtain the revenue target.
- Analysis, design and development of fully integrated web solutions with a technical emphasis on software requirements and systems integration.
- Developing opportunities, making customer presentations, responding to RFPs and develop technical strategies to deliver solutions that support business objectives within assigned accounts.

**Senior Application Developer, Hyperlink (<http://www.hyperlink-me.com>)**

Beirut, Lebanon — Jul 2007-Oct 2009

- Working throughout the software lifecycle, developing and testing software based on specifications and writing test scripts for new products.
- Development of an online Car Rental System application on oracle 9i database practical and useful for car renting
- Implementation of Pharmaceutical Product (Pharma) dealing with missing requirements, business aspects, and technicalities.
- Technical Support for PMS (Property Management System), a Web based Application for managing Real Estate, Renting, Maintenance, Inventory Control, and Leasing (Asp.Net).
- User Acceptance Training

**Application Developer, EL Murr Holding ( Elbarid <http://www.elbarid.com> , EINashra <http://www.elnashra.com> )**

Beirut, Lebanon — Nov 2005-Jun 2007

- Responsible for planning and formulating database structures for their corresponding websites.
- Designed and implemented web pages for EINashra News Website (<http://www.elnashra.com/>) TOP 5
- Website and Database Management.
- Migration of several VB6 projects to VB.net
- EMS (Elbarid Messaging System) application with a very powerful phonebook used for large broadcasts of a single message
- EMS Pro is a Network based phonebook with an SMS gateway keeping control of the corporation's personnel communication when needed.

## EDUCATION

### **American University of Beirut (AUB), Beirut, Lebanon**

Computer Science —Jun 2005

### **JAMMAL TRUST BANK, Lebanon**

Customer Services, Credit lines, Financial Cycle, Bankers Draft—Jun 2005-Jul 2005

### **BNP PARISBAS, Lebanon**

Customer Services, Financial Cycle, Investment Fund Management— Aug 2004-Sep 2004

### **Jesus and Mary School, Rabweh**

Baccalaureate, Life Science- Jun2001

## Domains and Competencies

- Presales / Technical Sales
- Support Product Management
- E-Government Solutions
- Biometrics
- Business Applications
- Application Development (PHP, .NET, XML, SQL)

## Skills

- Good interpersonal and communication skills
- Ability to develop good relationships with customers
- Good organizational skills
- Ability to think quickly and proactively
- Strong Analysis skills
- Knowledge of IT systems, for interacting with databases and other computer software
- Patience when dealing with customers
- Liaise with Operations in Charge on a daily basis

## Other Information

- Fluent in Arabic, English and French. All written and spoken
- Names and addresses of referees related to my academic and professional background are available upon request