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Rabweh, Street 9,
Cornet Chehwan, Lebanon

SOCIAL
NETWORK

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AREAS OF EXPERTISE

International Business development
Liaising with multiple stakeholders
Coaching and Training
Career counseling
New Program development
Developing new markets
Relationship management
Integrated Marketing Planning
General management
Project Management
Industrial planning and development

LANGUAGE PROFICIENCY

ARABIC Mother Tongue

ENGLISH Expert Level

FRENCH Expert Level

SPANISH Expert Level

SOFTWARE

Excel Expert Level

SAGE ERP & BI Expert Level

Office Suite Expert Level

Data Envelopment
Analysis & SFA Advanced Level

SPSS & STATA Expert Level

SOCIAL MEDIA
Campaigning Expert Level

Photoshop,
Premiere & Illustrator Advanced Level

HOBBIES

SKIING, WRITING, SOCIAL SERVICING

RUDY KEYROUZ

A resolute quadrilingual Professional and Academician specialized in the avant-garde field of Economics of Marketing, Sales and Strategy

EDUCATION

- 2014 **Doctorate in Business Management And Economics of Organizations**
Grenoble Ecole de Management
Universitat Autònoma de Barcelona
- 2010 **Research Masters in Economics of Organizations**
Universitat Autònoma de Barcelona
- 2008 **Masters in Business Administration**
Lebanese American University
- 2006 **B.S in Biochemistry**
Université Saint-Joseph de Beirut

PROFESSIONAL EXPERIENCE

- 2016 - PRESENT **CHIEF MARKETING OFFICER**
RAR HOLDING GROUP OF COMPANIES - 63rd Largest Petrochemical group in the world
SENIOR POSITION OVERSEEING 11 COUNTRIES
Italy, UAE, KSA, Oman, Qatar, Iraq, Kurdistan, Jordan, Lebanon, Nigeria, Kuwait
- Define marketing strategies to support the company's overall objectives
 - Liaise with other departments to guide a unified approach along the value chain
 - Adapt to the trends of the market and direct the market research efforts of the company
 - Develop integrated strategies on country and group level
 - Undergone M&A and JV implementation
 - Conducted feasibility studies and business plans for new factory establishment in 5 countries
- 2012 - 2016 **STRATEGY AND MARKETING DIRECTOR**
TASK MERGER INTERNATIONAL
- Full exposure on Entrepreneurial start up establishment, costs and limitations in Lebanon
 - Conceptualized key Sales and Marketing behaviors in Lebanon
 - Trained and coached all employees in different functions
 - Implemented an advanced CRM system in the organization
- 2008 - 2009 **BUSINESS MANAGER - KSA**
ORKILA CHEMICALS
- Formulated policies, managed daily operations, and planned the supply chain of materials
 - Handled the Saudi Market: Riyadh - Dammam - Jeddah - Abha
 - Managed the following multimillion dollars Industries: Pharma, Construction, Silicones, Paints - Planed and directed from scratch the operations of Orkila in KSA.
- 2006 - 2008 **SALES AND MARKETING SUPERVISOR**
ABELA MARKETING MIDDLE EAST
- Supervised a team of five medical Representatives.
 - Promoted Pharmaceutical and food supplements products
 - Increased sale and Brand equity of the following Laboratories: SHS-Nutricia and Yves Ponroy

FACULTY EXPERIENCE

Lebanese American University 2012 - 2016

Participating Faculty of Economics

Université Saint Joseph

2012 - Present

Department of Pharmaceutical Marketing and Management

Undergraduate and Graduate Course Offering:

Microeconomics
Managerial Economics
Economics of Organization and Strategy
Marketing of Pharmaceutical and related industries
Corporate Strategic Management



Male
Married



Two times
published



LEBANESE AND
MEXICAN
PASSPORT HOLDER



Organizational
Culture wins over
Salary and Perks
Everyday