LARA AMMAR

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SUMMARY

A competent and dynamic telecom professional engineer, with 10 years of work experience backed up with a Masters in Engineering Management and Project Management Professional (PMP) certification. Started my career at touch as a Network Engineer and then shifted to project management. Was selected to participate in TechWomen Program in USA and had several technology, leadership and business planning trainings in addition to visiting several companies. (Google, Facebook, LinkedIn, etc…). Currently leading the Digital & Innovation unit at touch. Was selected as a Top 10 leader out of all Zain Operators and the only one from touch Lebanon to undergo a 2 years Centered Leadership Program and one on one coaching sessions by Mckinsey & Co.

EDUCATION and CERTIFICATIONS

2018-2019: Centered Leadership Program – Top 10 Leaders
Zain Telecom Operator, Program by Mckinsey & Co.

2015: TechWomen Program – United States of America
United States Department of State, Bureau of Educational and Cultural Affairs

2015: Project Management Professional (PMP) Certified – PMP #1789611

2010-2013: Master of Engineering Management
American University of Beirut (AUB) – Beirut, Lebanon
Concentration in Information and Organizational Management

2006-2010: Bachelor in Computer and Communications Engineering
American University of Beirut (AUB) – Beirut, Lebanon
Minor in Mathematics and Minor in Engineering Management
Graduated with Distinction

1991-2006: French and Lebanese Official Baccalaureate
Collège Protestant Français – Beirut, Lebanon

EXPERIENCE

2016– Present: Digital & Innovation Senior Team Leader
Touch by Zain *(Leading Mobile Operator in Lebanon)*
- *Define and lead various Innovation Strategies and Digital Services initiatives focusing on Digital Services, VAS, Content, Video, emerging technologies, and ecosystem collaboration and partnerships.*
- *Define and manage the strategy for Innovation & Partnerships, Digital Services, and Industry Partnerships.*
- *Define and maintain the Digital & Innovation Roadmap.*

- *Provide direction and thought leadership for Innovation product offerings, emerging industry trends, and commercial models for industry partnerships.*
- *Define and manage Innovation & Partnership Performance Management reporting.*
- *Track and manage predefined budget with different stakeholders.*
- *Study and analyze the market, technologies, new trends, new ideas, etc. that can support in further establishing touch status as the leader in Digital & Innovation.*
- *Monitor latest trends and developments in the Apps world and select the ones that best fit within the Digital Innovation strategy.*

2015: Program Management Department and Quality Assurance Trainee
Mozilla, *Silicon Valley, USA*

2013– 2016: PMO Technology Engineer- Advanced
Touch by Zain *(Leading Mobile Operator in Lebanon)*

- *Support the creation, improvement and administration of project management framework, processes, procedures, and tools.*
- *Improve overall project efficiency by introducing and managing processes.*
- *Maintain processes to ensure project management documentation, reports and plans are relevant, accurate and complete.*
- *Manage the prioritization of projects proposed by the different departments/units.*
- *Assess business solution requirements and present architectural recommendations that are in line with the strategic vision of the enterprise*
- *Contribute to the technical, business and architectural design of any solution.*
- *Adhere to standards set by the PMO standard policies, procedures and practices.*
- *Facilitate communication between different departments in company projects.*

2010– 2013: Network Infrastructure Engineer
Touch by Zain *(Leading Mobile Operator in Lebanon)*
- *Design, implement, troubleshoot touch network (Cisco and Huawei).*
- *Implement, configure, troubleshoot 2G, 3G IP network.*
- *Perform analysis of network security needs and contribute to design, integration, and installation of hardware and software.*
- *Research, develop, maintain, and install IT solutions and initiatives.*

2009: Internship as Network Engineer
Orange France Telecom Business Services, *Beirut, Lebanon*

2009: Internship as IT Support
Leo Burnett, Dubai, *United Arab Emirates*

2009: Windows Technology Specialist
American University of Beirut, *Beirut, Lebanon*

2008: Assistant Professor in ECE department
American University of Beirut, *Beirut, Lebanon*

CONFERENCES and TRAININGS

- Twitter Flight Annual Conference
- Opnetwork Annual Industry Conference
- Cisco Networkers Conference
- IEEE International Conference on Robotics and Biomimetic
- Euromed Youth Exchange workshop
- ICAMES2010 Conference in partnership with Bogazici University
- Innovation Management Training
- Participating in Mozilla Tech Speakers Training Program
- Certified Scrum Training
- ITIL (Information Technology Infrastructure Library)
- Project Management Professional
- Attended several self-development workshops including: Emotional intelligence, Time management, Conflict management.
- Attended several Technical Trainings including: Microsoft Operations Frameworks (MOF), Ethical Hacking, CIISP, Cisco and Huawei.

San Francisco, USA
Washington , USA
England, UK
Tianjin, China
England, UK
Istanbul, Turkey
Kuwait
San Francisco, USA
San Francisco, USA
Beirut,Lebanon
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ACHEIVEMENTS

- Won touch Bravo Award for contributing in achieving company's objectives.
- Paper publication in the IEEE Conference held in Tianjin, China.
  Paper *publication*: *Lara Ammar, Bilal Kaddouh, Mariam Mohanna and Imad H. Elhajj, "SAS: SMA Aiding Sleeve," IEEE International Conference on Robotics and Biomimetics, Tianjin, China, December 14-18, 2010.*
- Won Best Paper Award in the ninth FEA Student Conference at AUB.
- Won Lebanese Basketball Championship with Riyadi First Division team.
- Elected as Most Valuable Player in the Basketball Varsity Team at AUB and International Tournament (Athens, Greece) for five consecutive years.

LANGUAGES

- English
- French
- Arabic