

ROBEN EL HAJJ ASSAF

PERSONAL DATA

Date of Birth	03/01/1979
Nationality	Lebanese
Marital Status	Married
Address	Dick El Mehdi
Telephone	961 4 920706 961 3 255408
Email	r_hassaf@hotmail.com

EDUCATION

July 2018	University of Leicester – Leicester – United Kingdom www.le.ac.uk MBA with Merit
Jan 2005	University of Balamand – Académie Libanaise Des Beaux Arts (ALBA) Sin El Fil www.alba.edu.lb D.E.S in Architecture
July 1996	Collège Des Sœurs Des Saints Cœurs – Achrafieh Sioufi www.sioufi.sccc.edu.lb Lebanese Baccalaureate – General Science

TRAININGS & SEMINARS

May 2012	Swiss Positions: 33 takes on sustainable approaches to Building – 2 hrs Order of Engineers & Architects & Lebanon Green Building Council
Jun 2010	Cash Flow & Capital Budgeting – 12 hrs Formatech
Feb 2009	FIDIC Standard form of contracts – 16 hrs Order of Engineers & Architects
Dec 2007	How to get financing – 6 hrs Lebanon Opportunities
Aug 2007	Accounting & finance for non financial – 16 hrs Taxperts
Jul 2007	Excel intermediate & Advanced – 12 hrs Formatech
Dec 2006	Project feasibility study – 13 hrs CMCCO

PROFESSIONAL EXPERIENCE

2016→till date Byblos Real Estate Investment sal - BREI - Beirut – Lebanon

Position

AGM – Assistant General Manager

Main Responsibilities

- Assist GM to oversee short and long-term planning.
- Direct and manage the Business Development department.
- Direct the organization's daily activities.
- Ensure support and back-up to all Project Managers.
- Ensure senior level liaison with Stakeholders.



Tasks & Duties

- Work closely with the GM in all aspects of management including administrative, financial, commercial & engineering duties.
- Direct the organization's daily activities and ensure the smooth operation between various departments by conducting regular meetings to discuss the work programs, quality of work, in addition to providing office and sites staff with required support and information.
- Assist GM to oversee short and long-term planning, employment of resources, budgeting and expense control, and implementation of operational policies and programs.
- Direct and manage the Business Development department and its activities.
- Monitor/supervise the tendering procedure and the selection of the contractors in close coordination with the Management, the investors & the Project Managers.
- Monitor the progress of work on projects as well as the quality of works and their compliance with selling contracts and specifications through regular reporting from Projects Managers and random inspection visits.
- Be responsible for approving the settlement of bills, checking payment/work schedule, settling disputes if any, making legal agreements, checking the running bills, cash bills, petty cash for all site & office requirements, payment certificates.
- Ensure the proper implementation of contracts signed between the Company and other parties.
- Control purchasing operations in coordination with the concerned, and advise GM of fitting alternatives to maximize cost saving.

- Make joint decisions with GM regarding staff hiring, orientation, training, disciplinary actions or discharge measures.
- Establish a solid working relationship among all personnel. Promote employee recognition and make recommendations for advancement.
- Assist GM to manage the image of the company and its marketing policy.

2010→2015 Byblos Real Estate Investment sal - BREI - Beirut – Lebanon

Position

BDM - Business Development Manager

Main Responsibilities

- Perform the feasibility of new development opportunities.
- Perform the structuring of selected development opportunities.
- Present the strategy of the development opportunity.
- Perform the business plan.
- Fund raising of the development opportunity.



Roben Assaf
Business Development Manager

T: +961 1 560611
F: +961 1 560664
M: +961 3 255408

roben.assaf@breisal.com
www.breisal.com

Tasks & Duties

- Perform technical Pre-Assessment & assessment of the property: determination of development rights, location, surroundings, accessibility, zoning, setbacks, gabarit, No. of Floors; BU and sellable areas; Ceiling height; Type, location and size of units; Graphical illustration of the Program...
- Review & insert Market study parameters (land, residential, commercial & retail prices, and specs).
- Execute Preliminary cost analysis of the new development in coordination with its location, silhouette, specification, etc.
- Identify legal & technical constraints by meeting with legal authorities' representative.
- Construct the Financial model (sales value & strategy, cost value, time frame, growth & inflations percentages, financing strategy, and sort related key performance indicators).
- Draft the option agreement with the landlord in coordination with lawyer.
- Prepare the memorandum of understanding and the consultancy agreement.
- Define the program of the development in coordination with chairman.
- Perform the preliminary specifications of the project in line with the financial model assumptions.
- Communicate to the architect engineer the program, surfaces and specifications defined in the feasibility study for implementation.
- Follow up with the architect-engineer the design process, drawings, complications ...
- Implement and adapt the above results in the financial model.

Acquired Lands & Launched Developments

-	Edelweiss	\$80M	development value	Faqra	in 2010
-	Proximus	\$10M	development value	Halat	in 2012
-	Convivium VIII	\$08M	development value	Saifi	in 2014
-	Convivium IX	\$20M	development value	Saifi	in 2015

2008→2009 Byblos Real Estate Investment sal - BREI - Beirut – Lebanon

Position

BDA - Business development Architect

Main Responsibilities

- Assess the feasibility of new development opportunities.
 - Contribute the structuring of selected development opportunities.
 - Apply the strategy of the development opportunity.
 - Perform the business development tasks.
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2005→2007 Byblos Real Estate Investment sal - BREI - Beirut – Lebanon

Position

DM - Operation Architect – Development manager

Main Responsibilities

- Employer Representative, Coordination between Architectural, Structural and Electro-Mechanical Engineers and Coordination with End Users for the following projects:
 - CONVIVIUM III, CONVIVIUM IV Rmeil
 - CONVIVIUM V, CONVIVIUM VI Saifi
 - MEDAWAR 26 Medawar
 - FIDAR BEACH HOUSE Halat / Jbeil
 - CONVIVIUM VII Badaro
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2003 MARMIDOC - Lebanon (For ABC Shopping Mall – Achrafieh)

Position

Architect on site & Head of the Shop Drawings Team

Main Responsibilities

- Coordination with Subcontractors on site
 - Surveillance & Delivery of the Marble Contract “Tiling and Cladding” to the Consultant
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2001→2002 **Georges Abou Chedid Office – Hazmieh – Lebanon**

Position

Architect, Concept & Execution Drawings for the following projects:

- | | | |
|---|--|-----------|
| · | Two residential buildings | Hazmieh |
| · | Residential villa | Baabda |
| · | Extension & Renovation of an apartment | Achrafieh |

2003→2004 Freelance Projects

1- Villa in Bikfaya - Lebanon (500 m² penthouse)

- phase 1: Conception & Permit drawings
- phase 2: Execution drawings (Architectural, Structural & Electro-Mechanical)
- phase 3: Site Execution

2- Restaurant & Landscaping in Baskinta - Lebanon (200 m² + 1500 m²)

- phase 1: Conception & Permit Drawings
- phase 2: Execution Drawings (Architectural, Structural & Electro-Mechanical)

3- Apartment Restoration in Ashrafieh - Lebanon (150 m²)

- phase 1: Permit Drawings
- phase 2: Execution Drawings (Architectural)

CONTESTS PARTICIPATION

- 1- Beach Landscaping & Bungalows Construction in Tyr – Lebanon
- 2- Urban Planning for a new Commercial & Residential Department in Berlin

LANGUAGES & COMPUTER SKILLS

Spoken & Written Arabic, French & English

Computer Skills	Microsoft Office (Word, Excel, Ms Project, Power point)
	Photoshop
	AutoCAD (2D, 3D)

CULTURAL TRIPS

France – Spain – Czech Republic – Austria – Italy – Belgium – Holland - Greece