

Maya W. Bouali

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EDUCATION

The London School of Economics and Political Science, London, United Kingdom

September 2010-September 2011

Masters of Science in Public Management & Governance

Merit Honors

- Course includes Foreign Relations & Diplomacy, Financial Regulation, and Economics modules

The University of Texas, Texas, United States of America

August 2005-May 2009

Bachelor of Science in Finance

GPA 4.00/4.00

- Valedictorian (student speaker at graduation ceremony representing highest academic and extracurricular achievement), Summa Cum Laude (highest Latin honors), Business College Honors

School of Management Honors Program

August 2005-May 2009

- Represented the top 10% of the School of Management student body by completing honors courses, over 80 hours of community service volunteer work, and an honors thesis titled “Behavioral Finance and the 401(k) Metamorphosis”

Washington DC Bill Archer Public Service and Political Science Fellowship

December 2008-May 2009

- Competitively selected as one of twenty-two University of Texas System students for Washington, DC internship and academic fellowship consisting of four political science courses taught by government officials and Washington professionals

EMPLOYMENT

Simetric International

January 2017 - Present

Head of Sales & Strategy, *Beirut, Lebanon*

- Direct and oversee the organization’s strategic and goal planning function by orchestrating between the Sales, Professional Services, and Customer Support teams to ensure customer satisfaction, company strategy intact, service delivery performance is optimal, and profitability and growth plans are met
- Manage all accounts for Simetric clients including top tier Lebanese Alpha Banks and Regional top tier banks while focusing on maintaining customer value and increasing company product footprint and up-sales with clients spanning across Lebanon, UAE, Jordan, and Bahrain to ensure all commitments and projects are being delivered
- Conduct Business Development Go To Market campaigns to increase sales across existing and new customer base
- Manage partner relationships with company portfolio of products that include Informatica, 01 System, Microsoft, and Intellect in Lebanon and the Levant area with a focus on promoting Data Management and Digital Transformation
- Responsible for managing marketing and GTM campaigns including the annual events conducted by the company attended on a regular basis by over 100 banking executives in addition to customer user groups and roundtables
- Work closely with the CEO on developing sales targets for the company, examining growth opportunities, enabling sales improvements, technical know-how and project development, while developing whitespaces across the region
- Responsible for drafting all customer contracts, proposals, and critical communication including bid proposals, customer project updates, company press releases, and partner communication
- Manage the office operations across the sales, pre-sales, and technical teams to ensure training paths and certifications are in line with what portfolio companies require and with customer opportunities and business development initiatives

Finastra (formerly known as Misys)

May 2012 - Dec 2016

Senior Sales Manager, *Dubai, UAE*

- Managing 18 banking customers in Lebanon, the oldest and largest customer base in Middle East & Africa for Finastra
- Responsible for opening the office in Beirut, Lebanon and aid in recruitment of technical and professional consultants to support banking clients and implement projects in addition to hiring sales support staff to aid in growing the business
- Responsible for business development for new name banking customers in the country
- Involved in full account management through the sales cycle including senior level relationship management, product demonstrations, contract negotiations, internal processes, sales closing, and successful project delivery
- Responsible for executing go to market initiatives in a highly competitive market
- Top Sales achiever able to meet annual targets and particularly achieve 139% of target during the first year as country manager achieving Diamond Club status (global top performer)

Misys Graduate Program, *London, UK*

January 2012 – May 2012

- Member of the sales graduate program, participating in business development activities and building relationships with potential clients and later on training Inside Sales teams on on buy-side products and market characteristics
- Supported sales managers on the Benelux and Nordics buy-side market in the management, up-selling, and cross-selling, of existing customer and prospecting of new customers leading to signature of two new names in those regions
- Created and managed sales campaigns including territory profiling and detailed account planning for Sweden, Denmark, Finland, Belgium, Netherlands, and Luxembourg

United Nations Economic and Social Commission for Western Asia (ESCWA), Beirut, Lebanon

August 2011-December 2011

Research Analyst at the Emerging and Conflict Related Issues Office

- Researched economic policies in Arab countries experiencing transitions during 2011 for the “Transitions to Democracy in the Arab World” project pioneered by ESCWA
- Analyzed countries in transition economic and fiscal markets’ reaction to uprisings (Egypt, Syria, Bahrain, and Yemen)
- Created country profiles for ESCWA’s member countries including indicators for governance and rule of law, economic growth and social cohesion, legitimacy of state, representative institutions and emergence of political parties

Marathon Oil Corporation, Washington, D.C., US

January 2009-June 2010

Federal Government Affairs and International Relations Legislative Assistant

- Worked in the company’s lobbying office in DC supporting the Directors with all lobbying efforts
- Represented the company at United States Congress hearings, think tank briefings, and government agency presentations
- Managed the Political Action Committee (PAC) Budget by filing and tracking funds while adhering to PAC finance laws
- Designed and updated the company’s grassroots website for internal employee lobbying efforts
- Briefed board and executive team on DC policies related to energy sector affecting company operations
- Organized Marathon executive visits with the White House, Congress, diplomatic corps, and DC community

HONORS AND ACTIVITIES

- Association Memberships: LSE Alumni Network in Lebanon, Lebanese in Finance Executives (LIFE), Association Philippe Jabre Member.
- Academic Distinctions: LSE Distinction in Graduate Thesis, UT Academic Excellence Scholarship (full tuition and fees) UT School of Management Dean’s Honor Roll representing top 10% of college’s students (six out of six semesters), UT Deans Excellence Scholarship given to top 1% of UT business students
- Computer Skills: Microsoft Office, Reuters Database, SAP Applications, salesforce.com
- Language Skills: Fluent Arabic and English, Intermediate French