

Mohamad SEIFEDDINE

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Date of Birth : 1-March-1975
Marital Status : Married
Nationality : Lebanese



PROFESSIONAL PROFILE

Through my long and diversified professional path, I have gained a wide experience in a variety of fields, to name a few I would mention business development, project management, problem solving, customer service, teaching, training, team management, business and hospitality consulting. Today, I am still keeping my horizon open and I am looking for an interesting new challenge in the business industry.

PROFESSIONAL EXPERIENCE

Managing Director

Smart Interventions SARL – Lebanon

July 2020 – Now

Managing and developing the company towards consultancy in business and hospitality. Organize and assign business projects, meet with clients to perform assessments, consult with business owners or managers about ways to improve operations or increase profits, formulate recommendations and solutions with attention to the client's wishes, develop detailed business plans to drive small or radical changes, assist the client in implementing the plan and provide guidance for any occurring problems and issues.

Manager In Training

Black Sheep Restaurants – Hong Kong

Dec 2019 – May 2020

Assisting at first, then managing Maison Libanaise in Soho. (MIT program cut due to the COVID19 pandemic)

Owner - Managing Director

Smart Interventions SARL – Lebanon

May 2015 – Aug 2018

Managing the company in charge of architecture services, building maintenance and facility management for Residential, Commercial and Hospitality projects.

Client Representative

AlYasra Group – Kuwait

Dec 2013 – May 2015

Managing the company business development strategy by following up the various projects worldwide with international consultants and contractors in charge of the design and construction.

Architect, Owner

Seifeddine Engineering Consultants – Lebanon

Jun 1999 – Dec 2013

Achieving Design/supervision projects in addition to building maintenance and facility management projects.

Graphic design & Photography Instructor / Students Advisor

MECAT University (MUBS now) – Lebanon

Fall 2004 – Fall 2009

Teaching art, design, and photography courses in addition to supervising the graduation projects.

EDUCATION AND CERTIFICATES

- Certificate in Luxury Management, 2021, The Hong Kong Polytechnic University
- Certificate in Foundations of Everyday Leadership, 2021, University of Illinois Urbana-Champaign
- Certificate in Digital Transformation: Business development, 2020, KTH Royal Institute of Technology
- MBA in global hospitality management, 2019, Les Roches global hospitality education, Switzerland.
- Certificate of excellence, 2019, ACCOR Innovation Lab, France.
- Certificate in Hotel planning and design, 2019, Cornell school of hotel administration, USA.
- Autodesk certification in Autodesk Revit Architecture 2013
- B.A Degree of Architecture, 1999, Beirut Arab University, Lebanon

MAJOR PROJECTS

SOAR CONSULTANCY, LEBANON

Conducting SWOT and market analysis, setting marketing, management, operations strategies, branding approach and business plan.

0101 ZERONE, LEBANON

Creating the vision and mission statement, conducting SWOT and market analysis, branding approach and business plan.

SOP: COVID-19 Playbook

Creating the standard operations procedure for the hotels and restaurants during the pandemic.

El Broz, Lebanon

Creating the whole snack business concept, setting up the brand identity and working on the following:

Brand Story • Logo Design • Brand Guidelines • Color Palettes • Font Specifications • Photography Style Guide • Business Card Design • Email Signature Design • Social Media Tuning • Business Plan • Feasibility Study

Wahat Al Merbaa, Riyadh, KSA

Creating the whole business plan, a promotional video, and investors proposal document for the restaurant chains.

Mentor Bee, Lebanon

Creating the whole business concept, setting up the brand identity and working on the following:

Brand Story • Logo Design • Brand Guidelines • Color Palettes • Font Specifications • Photography Style Guide • Business Card Design • Email Signature Design • Social Media Tuning

Mechanist, Kuwait

Creating the vision and mission statement, conducting SWOT and market analysis, setting marketing, management, operations and financial plans, developing the business model canvas and a cost estimation for the mobile app.

Berkley Organic Market & Deli, California, USA

Conducting SWOT analysis, developing a marketing strategy, setting up a business development plan, designing the menu and redesigning the store spaces to optimize functionality and to add a pastry section.

Il Carrubo, Lebanon

Creating the business concept, vision and mission statement, setting up a business development plan and menu engineering.

TRACKD app for hotels, Switzerland

Creating the business purpose and idea, vision and mission statement, conducting a market analysis, and creating the business model canvas.

DRIFT, ACCOR innovation lab, France

Creating the business idea and model, conducting a market analysis, identifying the opportunities, setting the target market, identifying key partners, and creating the business model canvas.

DeDe Shop, Lebanon

Creating the whole business concept, setting up the brand identity and working on the following:

Logo Design • Brand Guidelines • Color Palettes • Font Specifications • Photography Style Guide • Business Card Design • Shop Design & Supervision

Al FADDA market & restaurant, Buraydah, AlQassim, KSA

The project cost is confidential

In charge of doing the project's concept design by mixing a super market with a restaurant and assisting the owner with the kitchen design and the selection of equipment from Chinese companies and preparing the project to be ready to be a franchise business.

5 starts hotel and 4 touristic villages, Montrose, Montenegro

The project cost is confidential

In charge of reporting everything related to the project procedure to the investor from candidates' selection, to concept design evaluation of the International Designer firm GA design from UK, and to report the performance of MACE (the project manager) and the flow of work of the local partner.

ADCC New Distribution Center, KAEC, Jeddah, KSA

The project cost around 30,000,000\$

Managing the project as a client representative from the concept design phase with the International Designer firm LPC from UK to be in line with KAEC laws then following up the design development phase done by Spectrum Lebanon.

AlYasra Logistics New Distribution Center, DWC, Dubai, UAE

The project cost around 18,000,000\$

Managing the project as a client representative from the concept design phase with the International Designer firm LPC from UK to be in line with DWC laws then preparing and managing the RFP procedure for Design Build candidates' selection.

Dairy & Juice Factory, Kuwait

The project cost around 50,000,000\$

Managing the project as a client representative from the concept design phase with the International Designer firm ZENITH from UK to meet our needs and target.

Dejla Mall, Baghdad, Iraq

The project cost around 65,000,000\$

Managing the design development phase with Spectrum to be in line with the updated permit and coordinating with the international designer Duccio Grassi from Italy.

KAF Hotel, Antalia, Turkey

The project cost around 30,000,000\$

Managing the design and execution phases.

COMPUTER SKILLS

MS Word, MS Excel, MS PowerPoint, MS Project, Revel, Seven Rooms, AutoCAD, Opera and Photoshop

LANGUAGES

Arabic	Mother Tongue
French	Fluent
English	Fluent
Spanish	Beginner

HOBBIES

Music, Traveling, Oenology and Photography

References available upon request