

Bernard Masri

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Enthusiast business professional who held multiple positions in different industries to gain industry knowledge, diverse practice and build scarce professional perspectives. Held positions in HealthCare, Public Sector, Retail, Supply Chain, and INGOs. The goal behind this methodology was to acquire divergent perspective and a differentiated way of thinking and problem solving while focusing on operations and building cognitive and analytical skills indifferently from industry

Employment

Business Development Executive, CHN/KMC-AUBMC Affiliated, Lebanon

(August 2019 – Present).

- Launched new business projects within healthcare industry (Digital Healthcare)
- Outsourced key side-activities and company services for improved ROI and service quality.
- Conducted operation optimization including reviewing supply chain costs and processes
- Initiated a research phase to understand the healthcare business and its operations.
- Created operations analysis reports based on findings and came up with department customized recommendations
- Analysed and oversaw the economic, financial and administrative flows of cost centres



Administrative Consultant/Advisor to President of Municipality of Zgharta-Ehden, Lebanon

(March 2018 – August 2019).

- Created an overall restructuring of municipality organigram based on needs basis study by lowering workforce by 19% and redistributing jobs responsibilities leading to increased productivity.
- Decreased overall municipal waste management costs by 21% with nearly no effect on quality.
- Drafted an improved waste collection routing and schedule for optimized collection.
- Drafted a public transportation project for Ehden town (Timetable, resources, routes...)
- Initiated new plans and development strategy for the municipality.
- Drafted new procedures and processes enabling transparent and corrupt-free procurement



Freelance Business Operations Analyst, ADMIC Monoprix, Lebanon

(3 months project - December 2017 – March 2018).

- Evaluated business operations
- Analysed wastage, margin & sales performance for optimized performance
- Analysed merchandise logistic movement and potential gaps
- Mission findings and recommendations implementation after review with management, if applied were totalled at approx. 350'000 USD in yearly optimization over 4 Monoprix stores.



Market Research Analyst, Timenta Offshore, Lebanon

(January 2017 – December 2017)

- Conducted 5 local and international market researches for a retail project. (Congo, Syria, Algeria, Lebanon)
- Evaluated customer behavioural indicators
- Collected data on consumers, competitors and market place and consolidated information into actionable plans, reports and presentations.
- Provided competitive analysis on various companies' market offerings, identify market trends,

Compliance Officer, DRC, Lebanon

(2016 – December 2016)

- Conducted in-house and on-site Audits for all 5 country offices.
- Evaluated and improved effectiveness of operating policies, procedures and control
- Execution scope includes field sites, Finance, HR, Admin., Log. and Procurement dept.



Business Controller, Cost, CMA CGM Group, Lebanon

(May 2014 – December 2015)

- Monitored costs and revenues of CMA CGM agencies to ensure allocation of costs and the optimization of revenues is simultaneously done by all parties
- Performed successful on-site audits (Gulf region and Central Asia).
- Negotiated suppliers (Multinational contractors and government representatives) for sake of CMA CGM interest whether cost, service or condition related matters.



Merchandising Officer, ADMIC/Monoprix, Lebanon

(May 2010 – December 2014)

- Co-built Merchandising department from start and wrote several procedures
- Managed store visual merchandising
- Boosted margins by 1 to 3% using efficient merchandising techniques
- Market Analysis (Competitors, Products, Pricing...)
- Successfully decreased overall stock value from \$1.5M to \$400K with no shortages



Education

American University of Beirut, OSB, MBA Candidate, **4.0 GPA**, 2019-2020

KEDGE Business school, Euromed Marseille, France. ERASMUS Program, Exchange 2013

USEK Business School, Bachelor in Business Administration 2010-2013

College Melkart – Baccalaureate – 2007-2010

College Notre-Dame de Jamhour - French Brevet 2000-2007



Volunteering

- AUB Consulting Club, Member, 2019
- President, Rotaract Club of Beirut Metropolitan, 2017
- Vice-President, Rotaract Club of Beirut Metropolitan, 2016
- Ehden Spirit NGO, Member since 2011

Awards and Certificates

- Group Leader Award, Rotary Youth Leadership Award – RYLA France
- Winner of the 12th Annual Marketing Ecotek 2013 Forum at USEK
- Design Thinking – Lions Club International
- Certified First Aid and CPR Trained, Lebanese Red Cross
- Forex Trading Workshop, 2011