

Joe G. Gerbaka



Beirut, Lebanon



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Summary

In charge of the development of Transaction Banking services for commercial clients mainly Trade, Collection, Liquidity and Payment solutions.

Professional Experience

Jul 2019 - Present



Bank of Beirut SAL - Senior Product Innovation & Development Officer

- Implement, Coordinate the launch of Cash Management products, and determine their attributes, feasibility and profitability in line with the Cash Management approved strategy.
- Direct the research aimed at improving current services and developing new solutions.
- Coordinate with senior management on projects updates.

Key Achievements

- Developed Transaction Banking channel for 7,000+ users in Lebanon and Oman.
- Launched the first corporate mobile application in Lebanon.
- Created a closed loop payment solution for an international NGO used by 3,000+ families.
- Drafted and implemented E-commerce platform.

Dec 2018 – Jun 2019



Bank of Beirut SAL - Senior Cash Management Consultant

- Formulate comprehensive strategies to route transactions to e-channels.
- Monitor Cash Management Consultants' KPIs.
- Ensure the optimization of sales and cross-selling ratios.
- Submit sales activity reports to Sales Head.
- Work collectively with Branch Managers, Relationship Managers and other Stakeholders.

Key Achievements

- Increased sales numbers by 15% in 2018.
- Achieved 65% STP ratio for commercial banking transactions.

Dec 2015 – Nov 2018



Bank of Beirut SAL - Cash Management Consultant

- Offer commercial prospects/clients collection, liquidity and payment solutions.
- Train and support clients to optimize STP ratios.

Jan 2015 – Nov 2015



Credit Bank SAL - Customer Service Officer

- Operate cash and non-cash transactions.

Education

Dec 2018 – July 2019



International Faculty of Finance / Middlesex University UK

Certification in mechanics of Transaction Banking

Jan 2018 – Apr 2018



Association of Corporate Treasurers London - ACT

Award in Cash Management Fundamentals

Sep 2015 – Jun 2017



Saint Joseph University (USJ)

Master's degree in Financial Assets Management

Sep 2012 – Jun 2015



Saint Joseph University (USJ)

Bachelor's degree in Business Administration and Management

Languages

Fluent in Arabic, French and English.