

# HAYAT JUREIDINI



## PROFILE

Nationality: Lebanese

Date of Birth: 01/01/1970

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## LANGUAGES

Arabic

English

French

## COMPUTER SKILLS

Proficient in Microsoft Office and Internet navigation

Website production: Development and Design (i.e. D&C Jordan, MBSC Egypt)

## INTERESTS

Traveling, Reading & Jogging

## SUMMARY

Cross-functional expertise with proven success provoking aggressive organizational growth, profitability, and high level competitive advantages.

Fifteen years of progressively dynamic and distinguished career building corporate value across Educational/Professional/Business Development Services, Train the Trainers, Retail & Wholesale Trade.

Incorporating technologically advanced information with superior negotiations, emotional intelligence, financial/commercial & business acumen; delivering strong and sustainable gains in investment, operations, quality, efficiency, and safety.

## EDUCATION

- 1991 – 1993 **Masters in Business Administration(Thesis left)**  
Lebanese American University
- 1988 – 1991 **Bachelor of Science** (B.S in Business-Marketing)  
Lebanese American University
- 1986 – 1987 **Lebaneses Baccalaureate (Experimental Science)**  
International College

## SEMINARS AND TRAININGS

City & Guilds	E-Volve (computer-based testing) Training	Riyadh
City & Guilds	Learning Assistant (e-portfolio) Training	Riyadh
City & Guilds	Assessor Diploma Training, Stage One	Riyadh
City & Guilds	Assessor Diploma Training, Stage Two	Jeddah
LVSA	Teaching Excellence	Riyadh
Temenos	Soft Skills, AA Account Architecture Training	London
Temenos	Soft Skills, MI and Multi-Entity Training	London
Bank Med	Aggressiveness in Sales	Beirut
Bank Med	Measuring and Tracking Customer Satisfaction	Beirut
Bank Med	Art of Communication	Beirut

## COMPETENCES AND SKILLS

Entrepreneurial efficacy with outstanding strategic planning, coaching, team building, analytical reasoning, delegating, and networking skills. Positive cohesive communications, interpersonal, staff and shareholder relations. Impeccable ethics & integrity, adaptive, creative, persuasive, proactive, empathetic, resilient, tenacious and self-motivated . Bottom-line driven



## CERTIFICATES AND AWARDS

**Leading High Performance Teams Program** – Cornell University

**Unit 301 Level 3**, QCF Award in Understanding the Principles and Practice of Assessment (97%)

**IELTS** – British Council (score 7.5)

**Cambridge IT skills** - International Diploma in IT skills



## WORK HISTORY

Oct 2019-June 2020	<b>Curriculum Coordinator(Foundation and Diploma)</b> International Technical Female College – AlWajh, KSA
Feb 2019-Sep 2019	<b>Executive Director</b> Next Step NGO, Lebanon  Responsible for overseeing the administration, programs and strategic plan of the organization. Other key duties include fundraising, marketing, and community outreach.
2018-Present	<b>Business Development Consultant(Freelancer)</b> MBSC, Egypt(2 closed deals with 2 banks)– DandC, Jordan(13.75% revenue increase/6months)
2015-2018	<b>Internal Verifier- Student counselor Manager(Aflaj), Business Instructor</b> Lincoln College, Al Aflaj and Al Qatif Campuses  Serve as the primary liaison between the college, its students (2203stds), and potential employers (92) regional, and national scale  Serve as adviser and interface with representatives of industrial, governmental, and educational employers to assist in the most effective use of career services' efforts.  Drive strategies and tactics to ensure continuous quality improvements, achievement of targets and the development of teaching and learning activities that enhance the student experience  Keep up to date with subject specialism and encouraged innovation and research to enhance the teaching and learning experience  Devised and implement teaching and learning strategies to improve attendance, attainment and achievement of students within the program areas  Ensure effective professional and academic administration of all procedures related to the support of students and learning and teaching activities
2014 – 2015	<b>Business Instructor and IT and English Foundation Teacher</b> Laureate Al Kharj Female College of Excellence
2013 – 2014	<b>Director of Alumni Affairs and Fundraising programs</b> American University of Technology  Managing and leading 5 Alumni chapters in MENA region  Work closely with the Alumni Association Board of Directors, arranging its meetings, staffing its committees while ensuring strong and productive relationships between its members and the academic/administrative leadership  Raise funds(13K) for select special projects and events in collaboration with development colleagues

2013 – 2014

**Business Development Manager**

Masaref Business and Sytem Consultancy(MBSC)

Built and managed a business development team(15 employee) to enhance and refine customer relationships and satisfaction

Collaborated with advertising company to rebrand website, marketing materials and sales strategy resulting in increased brand awareness and sales

2012 - 2013

**Senior Business Analyst (Temenos T24 System)**

Jordan Ahli Bank – Amman

Train the trainer - Managed a team of 20 trainers

Determine operational objectives by studying business functions; gathering information; evaluating output requirements and formats

Monitor project progress by tracking activity; resolving problems; publishing progress reports; recommending actions

2011 – 2012

**Senior Business Consultant**

Temenos (International Banking Software Co.)

Train the Trainer(35trainers)/Developing user manuals(6modules) and end user training materials(6modules) at Cairo Amman Bank and Capital Bank of JordanTrain

2007 – 2011

**Business Trainer(Train the Trainer)-SEMEA**

Temenos (International Banking Software Co.)

Deliver business training for more than 24 International banks: Dutsche Bank/Geneva – ACTIS/Germany – KCB/Nairobi – CFC Stanbic/Nairobi – Central bank of Nigeria/Nigeria – KMEFIC/Kuwait – UNB/Abu Dhabi – Al Hilal Bank/Dubai, Al Ain, Abu Dhabi – Bank Muscat/Oman – BMI/Bahrain – Farmer’s Bank/Sudan – Future Bank/Kish Island, Bahrain – SHB/Saudi Arabia – Bank Ajman/Ajman- Capital Bank of Jordan/Jordan – Banque Populaire du Rwanda- Rwanda – Al Inma’ Bank/Saudi Arabia - Cairo Amman Bank/Jordan – Lloyds Bank/London – Arbah Capital/Saudi Arabia – Commercial bank of Ethiopia/Addis Ababa – Bank PHB/Lagos – Banco Unico/Mozambique – UT bank/Ghana

2001 – 2006

**Head of Marketing Department**

Allied Bank (BankMed)

Accomplished, senior marketing professional with broad retail marketing experience, encompassing strategic planning, qualitative & quantitative research, interactive marketing, creative development, media planning & buying, database /direct-marketing, public relations, with the ability and skill set to provide creative, innovative, enthusiastic and forward-thinking leadership in a team environment. Focused on achieving continuous, improved business performance.

**Head of Telemarketing Department**

Allied Bank (BankMed)

Provide leadership and develop successful telemarketing sales strategies for regional branches. Train and mentor 60+ new and veteran sales professionals. Communicate effectively with 17 branch

managers and provide training on bank marketing initiatives, goal setting, and revenue improvement. Develop effective pipelines and manage reporting and compliance tasks.