

# BILAL KHALIFE

## Senior Business Analyst

### CONTACT INFO



+961 3 773299



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### EDUCATION

2007 - 2008

École Supérieure de Commerce de Rouen (ESC), Rouen, France

Masters in Management (Programme Grande Ecole, double diplôme)

2006 - 2007

École Supérieure des Affaires (ESA), Beirut, Lebanon

Masters in Management (Programme Grande Ecole, double diplôme)

2003 - 2006

American University of Beirut (AUB), Beirut Lebanon

Bachelor's in Business Administration (Emphasis Finance)

Dean's Honor List

### LANGUAGES

Fluent in English and French

Native Arabic



### SKILLS

Communication / Presentation



Strategic Analysis and Planning



Digital Literacy



### PERSONAL PROFILE

Change Management professional with more than **eight years in the banking sector** working on **large technology transformation programs**.

With deep experience gained through **multiple transformation projects**, across multiple countries and cultures, I am **outcome focused**, **motivated by new challenges** and eager to gain and share knowledge.



### WORK EXPERIENCE

BANK AUDI – Group Retail Banking Department / 2012 - Present

Senior Business Analyst / 2018 - Present

Core banking system implementation [Flexcube universal banking system]

- Structured and processed 800 test cases related to omni-channel stream and delivered at an execution rate 10% greater than planned
- Collaborated with IT and vendor on bugs solution ensuring a 15% reduction in turnaround time
- Managed the delivery of 35 functional document related to enhancements on various channels along their related testing and implementation
- Improved Bank's mobile application UI/UX turning the journey from process focused to customer centric at 12 different touchpoints

Senior Business Analyst / 2015 - 2017

Core banking system implementation at Bank Audi Egypt [Flexcube universal banking system]

- Collaborated with several parties [Business teams, IT, vendors], as acting test manager, to streamline tasks ensuring a 10% reduction in delivery time
- Contributed to daily activities during all testing phases, coordinating with 10 streams covering 24 modules and 70 customizations
- Lead with Business manager all activities related to testing of 25K scenarios and closure of 6 testing phases leading to project go-live
- Enhanced products' time to market by 20% through an agile setup model which allows greater business mobility

Business Analyst / 2012 - 2014

Internet/Mobile banking solution implementation [Flexcube Direct Banking]

- Implemented the first solution in Lebanon to offer external transfers with SMS OTP, which won Banker Middle East Levant Product award for "Best Web/Mobile Site"
- Defined a digital roadmap which achieved a 40% transfers migration rate from branches to channels within the first year following project's go-live
- Enhanced the vendor selection process by developing scoring models based on which executive committee acted

IMPACT BBDO BEIRUT / 2009 - 2012

Account Executive – Client Servicing Department

- Managed operations of seven key accounts including planning and execution of advertising plans, creative strategy formulation, monitoring of market performance. Administered budgets in excess of \$4 million.

#### References:

Raffy Karamanian – Head of Digital Banking

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Fady Obeid – Assistant COO

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