

MIRA ZIAD ZEIDAN

mirazeidan@gmail.com / LinkedIn: Mira Zeidan / +961 3 045942

KEY SKILLS

- Certified Management Accountant (CMA): Certification for Accountants and Financial Professionals in Business and Certified Financial Education Instructor from the National Financial Educators Council.
- Proficient in financial statement analysis and financial modeling for valuation and feasibility study purposes
- Experienced in market and customer research
- Experience in the preparation and coaching on investor pitch decks and storytelling
- Experienced in business development: scouting opportunities and leads, preparing proposals, negotiating end-to-end execution of the deal

WORK EXPERIENCE

Industries: Banking, Media and TV, Digital Media, Insurance, Distribution, FMCG, Creative Marketing Solutions, Shipping and Logistics, NGO, Manufacturing, Food, Fashion, Retail, Retail Tech, Financial Services, Fintech, Financial Literacy, Edtech, e-Commerce, Printing, etc.

Location: LEVANT, MENA, GCC, Europe and the United States

Ernst & Young MENA | Manager, TAS, Business Modelling & Decision Support | Aug. 2020 – Present

- Participated in business planning for governmental innovative initiatives
- Led the business modelling exercise for a governmental digitization project
- Worked with a large cross-functional and cross-cultural team

LittleBigSteps | Freelance Coach/Consultant & Trainer for Startups & SMEs | Jan. 2018 – Present

- Conduct several market research and validation, customer-centric research, competitor mapping and analysis
- Prepare a set of business requirements for platforms and websites: project vision, objective and scope, key success factors of the project, project timeline and budget, identification of stakeholders/users, etc.
- Develop user experience journey and service blueprints
- Support startups and SMEs in business development: strategic partnerships, project management, product management, innovation
- Prepare financial models, costing and pricing deliverables for startups and SMEs
- Keen on coaching startups on how to build and easily modify the financial model according to changes in their business
- Assist startups in the fundraising process: research potential investors and investor types, determine funding needs, reach out to investors and lead the negotiation process
- Prepare investor decks and coach startups on pitching
- Full-fledged business plan development
- Content Development on business, entrepreneurship and financial literacy on Instagram [@littlebigsteps_](#)
- **Trainings:** Intro to entrepreneurship, design thinking, business model canvas, financial planning for startups, pitching

LifeCents (Washington, DC) | Professional Fellow | Oct. 2019 – Nov. 2019

- Shadowed CEO in day-to-day operations
- Participated in business development & sales meetings with governmental entities and corporate clients
- Tested various versions of the platform and provide UX and content feedback
- Participated in brainstorming sessions regarding content, gamification efforts, business development plans
- *Ref. to “Key Highlights” for additional details on the Professional Fellowship*

ESA Business School/ Smart ESA (Beirut) | COO / Project Manager | June 2017 – June 2019

Startup Coaching (50+ startups & projects)

- Provided weekly mentoring sessions with startups on execution plans, strategy, need-assessment and networking opportunities
- Provided hands-on support to startups on financial modelling, analysis, valuation and cap tables to determine funding needs
- Coached startups on preparing and delivering effective pitches based on their target audience, tackle existing challenges and provide support

Training & Development

- Created training content tailored to startups and SMEs
- Delivered workshops and in-depth trainings on the business model canvas, unique value proposition and finance for startups

Business Development

- Scouted, prepared and negotiated business development opportunities and projects for the accelerator
- Worked on strategic and corporate partnerships in the local and international ecosystem

Acceleration Program Management

- Designed and implemented acceleration programs depending on identified target audiences

- Lead startup recruitment process & overseen startup portfolio
- Ensured proper reporting, monitoring and follow-ups with alumni
- Managed coaches and mentors’ network
- Managed day-to-day operations - supervised and guided the team

Acceleration Program Software

- Designed, implemented and tested a tailored software for the accelerator
- Performed continuous improvements to the software to tackle operation bottlenecks and optimize efficiency between the staff, the entrepreneurs and the coaches

Key Projects & Events

- Worked on EU funded project proposal under EU CBC Med project with partners in Italy and Tunisia to develop a centralized intellectual property support center for tech startups in the Mediterranean region
- Prepared and pitched a proposal for the development of a business angels network at ESA Business School
- Prepared and pitched a proposal to obtain BDL Circular 331 funding for a fintech and data accelerator at Smart ESA
- Planned, organized and managed two Demo Days and two Hackathons, including but not limited to: project management, budget management and community management

Flow SARL - Digital Printing Boutique (Beirut) | Co-founder and Consultant | Dec. 2018 – Present

- Finance Consulting: prepared financial management infrastructure, defined pricing strategy in line with company's positioning and automated the pricing process. Prepared the business plan and bank financing package
- Sales & Business Development: identify sales leads, manage customer pipeline, prepare sales pitch and identify innovative solutions and products
- Developed the brand "Wonderfinds" under Flow Beirut for B2C products: handle design, production, pricing, sales, digital marketing, etc.
- Operations Consulting: Developed policies & procedures across the company's main functions – finance, operations and HR

Bankmed SAL – Corporate Banking (Beirut) | Assistant Relationship Manager | Sept. 2012 – May 2017

- Managed a \$230M portfolio of 39 corporate clients
- Prepared yearly and interim financial statement analysis, financial projections and sensitivity analysis to ensure financial health of the company to repay existing debt and analyze feasibility and profitability of new projects
- Conducted market research and industry analysis for existing and new clients in order to pinpoint changes in the landscape and adapt financing or terms accordingly
- Conducted credit assessment and risk management of the individual clients and the portfolio
- Involved in banking operations, compliance and legal procedures
- Ensure optimal client satisfaction while focusing on business development efforts, cross selling of financial products suitable for the clients as well as maintaining/improving portfolio's profitability

KPMG (Beirut) | Associate (External Audit) | Sept. 2010- June 2012

- Prepared financial statements for companies and NGOs
- Performed audit control and substantive testing for various audit programs
- Evaluated internal controls, pinpointed deficiencies and suggested improvements to clients
- Documented audit procedures and audit findings
- Prepared client/audit acceptance and continuance forms
- Handled client relationships
- KPMG Social Committee President

KEY HIGHLIGHTS

- Selected **Professional Fellow** (*out of 1,000+ applicants*) with the **Professional Fellowship Program**, a program funded by the **U.S. Department of State**, organized by Legacy International and supported locally by AMIDEAST. 6-week program including: host family experience, social entrepreneurship workshops at Virginia Tech, professional placement in Washington D.C, participation in the Professional Fellows Congress with 290 global fellows, follow-on project with a focus on local community economic empowerment, Oct-Nov 2019
- **Entrepreneurship Trainer at Injaz/YLP** Project on Design Thinking, Business Modeling, Finance for Startups – July 2019 (*ongoing*)
- **Content creator** on Instagram for a blog focused on Financial Literacy, Entrepreneurship, Leadership and Mindfulness
- Coach for **"Scale-up Mission"** for Masters in Entrepreneurship students at ESA Business School (HEC Program)
- Trainer on **"Finance and Fundraising for Startups"** at the "Ecole Doctorale de Droit et des Sciences Politiques, Administratives et Economiques" at the Lebanese University, June 2018
- Trainer for university students on the **Business Model Canvas** (including mentorship) in the project DEEL (Développement de l'Entrepreneuriat Etudiant au Liban) organized by the AUF (Agence Universitaire de la Francophonie) 2018-2019

- Jury for Masters in Management student in the course **“Management de Projets et Entrepreneuriat”**, March 2018
- Trainer on **“Finance: Time Value of Money, Financial Instruments and Valuation”** at the Lebanese Association for Certified Public Accountants, March 2018
- Jury in the Recruitment Committee for the Executive Masters in Financial Management and Masters in Entrepreneurship Program (HEC Entrepreneur) at ESA Business School, 2016-present
- Panelist - Empowering Lebanese Entrepreneurs, December 2017
- Panel Moderator **“Corporate-Startup Collaboration”** - Beirut Creative Roadshow, December 2017

EDUCATION

ESA Business School – Rotterdam School of Management | November 2016

Executive Masters in Financial Management – **RSM Dean’s Honor List (Ranked 1st in class)**

Specialization Course: Strategic Finance and Investment Banking - RSM Erasmus – July 2015

Thesis: Behavioral Finance Applications on the Decision Making Process of Venture Capital Firms

Certified Member of the IMA (inactive) – The Association of Accountants and Financial Professionals in Business | 2012

Certificate Number: 40252

Co-founder of the *IMA Lebanon Chapter*

Vice President of the Board of Directors, 2016-2018

Events and Media Committee Member, 2016-2018

American University of Beirut (AUB) | Spring 2010

Bachelor of Business Administration Finance / Minor: Communication - GPA: 3.4

Olayan School of Business – AACSB accredited

International College (IC) | June 2007

Lebanese Baccalaureate in Economics and Sociology – Honorable Mention

Ranked 5th in Beirut in the Lebanese Baccalaureate Official Exams

OTHER RELEVANT COURSEWORK

- Certified Financial Education Instructor (Financial Literacy) | National Financial Educators Council
- Design Thinking for Innovation | Coursera - University of Virginia
- Business Model Canvas: A Tool for Entrepreneurs and Innovators | Coursera - University System of Georgia
- Re-invent your Business Model with the Odyssey 3.14 Approach | Coursera - HEC Paris
- New Venture Finance: Startup Funding for Entrepreneurs | Coursera - University of Maryland, College Park
- Applied Financial Analysis – Bank T&D Training | April 2015
- Credit and Relationship Management – Six Sigma Training and Development | August – October 2014

ACTIVITIES & VOLUNTEERING

- Guest in Beirut Cosmopolitan Rotaract Club, 2009-2011
- Special Olympics - Volunteer, Fundraising Team, 2010
- Red Cross Club AUB, 2008-2010

OTHERS

Languages: Fluent in Arabic, English and French

Computer Skills: Microsoft Office Suite – Slack – Trello – Moody’s Analytics – eAudit – Wix – WordPress – MailChimp – The HUB by Smart ESA