

Elsa Moghabghab  
Programs Manager



Elsamoghabghab@gmail.com  
961 3 725075

## EDUCATION

American University of Beirut,  
*Master's in Business Administration*  
*MBA (Dec. 2016)*  
American University of Beirut,  
*Bachelor's in Science, Biology (Dec.2013)*

## ADDITIONAL SKILLS

LMS, Adobe Connect, WebEx, Zoom, MS  
Office 365, Microsoft teams, Google  
Analytics, Familiarity with tag management  
software and HTML, Proficient in English –  
French – Arabic Reading and Writing

Authentic, Driven, Passionate,  
Communication Skills, Critical Thinking,  
Resilience, Agility, Problem Solving, Detail  
Oriented, Self-Motivated, Time  
Management, Presentation Skills

## Certifications

NovoEd Certification in Foundations of  
Learning Experience Design  
Professional Development  
Instructional Design for Corporate Learning  
and Development; How to Design Effective  
Training Program; Project management for  
non-project managers

MBA professional with 8 years of experience and a track record in customer success and program management, design, and development. Excellent reputation for resolving problems, boosting client experience and improving operational performance and processes. Operated Executive Education largest revenue programs, as trusted advisor to customers and team members, with a high interest in the technology and digitization. Keen to leverage leadership and managerial expertise as a Senior Program Manager for BDD Academy.

## EXPERIENCE

Programs Manager and Advisor Dec 2020 -Present

Mexeen Executive Education, Advisory firm in Executive Education with Top Global Business Schools

- Act as key contact for clients in developing customized programs based on needs assessment and scoping by advising and partnering with universities to design needed programs.
- Manage relations with partner universities including Columbia Business School, Rotman School of Management University of Toronto, Cranfield School of Management, Henley Business School and Imperial College London by acting as key contact for programs in the MENA region.
- Build rich portfolio of programs through selection of open programs and design of signature programs that cater to the needs of the MENA region based on market research and insight.
- Handle all inquiries and leads from prospect stage into enrollment by offering personalized advisory.

Program Designer; Executive Education Programs

Jan 2018-Dec 2020

OSB - American University of Beirut, *Rank #1 in Middle East in 2019*

Beirut, Lebanon

- Managing relations with USD 1.1M key customer contracts post-sale till closure, with focus on strategic customer success by acting as primary contact with C-level and senior management and on a program level with participants during on-boarding and training sessions, supporting customers in various requests.
- Develop customized company-specific programs (up to 30 delivery days) based on extensive need and motivation analysis through several needs' assessment tools and techniques.
- Leverage elearning best practices to create rules of thumb, which reduced design time by 50%.
- Develop customized course design plans bound by 2-month timelines to go online with executive level courses, while liaising with other departments and stakeholders for final program delivery.
- Build an online learning objects database with curated content for 15+ online courses at the executive level.
- Allocate expenditure decisions to ensure minimum breakeven in OEPs and ensure a minimum 50% margin in CSPs by cutting cost through supplier negotiation saving up to 50% in expenses.

### Key achievements:

- Project management: Conducted program launch within less than a week of Beirut explosion, obtaining an 85% enrollment rate in the program, equivalent to USD 0.5M in contract value.
- Customer Success: Designed and delivered online course with subject-matter expert by conducting intensive trainings and negotiating constraints within less than a week of Beirut explosion, obtaining a session evaluation score of 4.6/5.
- Relationship Management: Maintained client retention rate at 100% following Covid19 pandemic and presented to the board the need and plan to shift online, by upskilling into instructional design and obtaining full commitment to transition all upcoming modules online.
- Account Management: Contributed 14-16 hours per day during ongoing programs to deliver the program by addressing participants' calls and concerns as AUB key point of contact on a program level, achieving a proven track record of 100% satisfaction rate.

Project Manager – Remote

Jun 2019-Dec 2019

Fullbridge Inc. *World-leading Edtech company for more than 163,000 learners across the globe*

Boston, MA, USA

- Operate cloud based NovoEd learning platform for online and blended courses including content setup, activity monitoring, assignments review and learner communication for courses and workshops in the gulf region.
- Increase user retention and course completion by handling highly organized user management and closely monitoring platform analytics to drive up online engagement.

- Design with a team of 3 the Future Fit Course of MISK Global Forum that is currently being used by more than 20,000 learners in the Gulf region, mostly concentrated in Saudi Arabia.

**Key achievement:**

- Guide online interactive classes of around 1000 students by proactive management of the technical backend of webinars and flexible moderation ensuring a seamless online course delivery.

National Network Contact Person

May 2017-Dec 2017

UN Global Compact *Largest voluntary corporate sustainability initiative worldwide*

Beirut, Lebanon

- Act as primary contact for network members showcasing work in sustainability around the SDGs in marketing efforts and visibility, increasing network retention rate by 40%.
- Report on network activity to UN Global Compact Headquarters and build connections with regional and international networks on local activities and best practices.
- Set the marketing and sales strategy by collaborating with the Local Network Representative to grow the Lebanese charter and define growth strategies and approaches.
- Facilitate more than 10 events including multi-stakeholder SDG Forum (attended by more than 700 participants), and various SDG workshops for exchange of best practices in CSR per industry inspiring referrals for network growth.
- Lead the national network team of 5 team members to achieve network objectives.

**Key achievement:**

- Customer Success: Increase network membership rate by 70% within 7 months for the year 2017 by marketing and sales efforts and successfully signing up companies through HR and CSR heads of departments, references and cold calls, meeting yearly target for network growth and exceeding regional network growth rate.

Learning and Development Specialist

Feb 2017-Apr 2017

Mynditude *Designing and Delivering Blended Learning and Development in over 25 countries*

Beirut, Lebanon

- Develop soft skills trainings for clients spanning topics such as emotional intelligence, team building, personality in the workplace, design thinking by completing in-depth research and content curation.
- Develop train the trainer guides including participant and facilitator workbooks.

Program Executive (GA); Executive Education Program

Jan 2015-Dec 2016

OSB - American University of Beirut

Beirut, Lebanon

- Coordinate the programs' non-academic operations and ensure quality of program delivery by a collaborative approach between program stakeholders and clients and serve as on-site event lead during running programs.
- Build project timelines, plan budgets and set implementation strategies with a 100% success in program delivery.

**Key achievement:**

- Complete Full time MBA Degree (from AUB, Rank # 1 University in the Middle East in 2019) by completing 4 courses per semester within a year in parallel to a full-time job (40 hours per week) as graduate assistant at Executive Education programs.

Research Assistant

Jun 2013-Dec 2014

Natural History Museum - American University of Beirut

Beirut, Lebanon

- Undertake all museum tasks, coordination of renovation projects, dealing with suppliers, guests and overseeing committee, and in-AUB departments such as purchasing and physical plant, and assuring work quality as per standards.