

# Bashar Salha

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## EDUCATION

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**American University of Beirut (AUB)** – Beirut, Lebanon (Sept 2021 – May 2023)

*MS. in Business Analytics – 50% Merit and Graduate Assistantship Scholarship – Cumulative GPA: 4/4*

**Chartered Financial Analyst Institute (CFA)** – Beirut, Lebanon (May 2021)

*Passed CFA Level 1 – 75% Program Access Scholarship – Grade: 89<sup>th</sup> Percentile*

**Notre Dame University Louaize (NDU)** – Beirut, Lebanon (Sept 2017 – May 2021)

*B.B.A. in Financial Engineering – 80% Merit Scholarship – Cumulative GPA: 3.82/4*

## WORK EXPERIENCE

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**Unilever** – Levant & Iraq Region

*Finance Partnership Intern – (May 2022 – present)*

- Conducted multivariate level profit analysis on various FMCG products
- Maintained and communicated price structures and margins to distributors across Levant and Iraq

**USAID's Trade and Investment Facilitation Project** – Beirut, Lebanon

*Business Development Intern – (Aug 2021 – Feb 2022)*

- Developed proposals on business cases justifying the financing of shortlisted SMEs based on their projected revenues and export impact
- Implemented a partnership framework between 15 local wineries aiming to identify and penetrate lucrative international markets

**Merck Sharpe & Dohme** – Levant & Iraq Region

*Summer Analyst – (Jul 2021 – Aug 2021)*

- Conducted in-depth research to provide inputs for a demand projection exercise of an existing pharmaceutical product across the Levant region
- Supported the design of a supply chain schedule that matches projected demand

## LEADERSHIP & EXTRACURRICULAR ACTIVITIES

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**AUB OSB Case Writing Initiative** – Case Writer – (Sept 2021 – present)

- Developing a case study around the MENA region's music streaming industry with a particular focus on Anghami's expansion to be published by international top-tier business schools (e.g. Harvard Business School)

**AUB Consulting Club** – Member – (Sept 2021 – present)

- Reached the final round in AUB Case Competition sponsored by A.T. Kearney
- Competed against 50+ students in solving business cases and received the "Consultant of the Week" award multiple times

**LAU Case Competition** – Best Case Award Winner – (Dec 2020 – Jun 2021)

- Competed against 600+ participants to solve cases for Unilever, MSD, Leo Burnett, Ernst & Young, and Cisco
- Generated a market positioning analysis for an international drug manufacturer located in Lebanon and designed a manufacturing contract which mitigates currency downfall risk
- Conducted hedging analysis on various currency pegging rates to ensure stable profit margins
- Received an offer to join MSD for an internship position

**Harvard's Crossroad Emerging Leadership Program** – Participant – (Jan 2021 – May 2021)

- Competed emerging economy entrepreneurship courses in Harvard's Crossroad Emerging Leadership Program

**Rotaract Club of Aley** – Finance Committee Director – (Sept 2020 – present)

- Arranged multiple fundraisers and collected L.L 50+ Mn that are currently being distributed to families in need
- Held a career readiness seminar hosted by Murex and the Norwegian Refugee Council with 50+ participants

**Lebanese Red Cross** – Medical Emergency Technician – (Sept 2019 – Dec 2020)

- Provided medical assistance to patients during emergencies and life threatening situations

## SKILLS & INTERESTS

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**Skills:** Python, R, R-Studio, MySQL, Apache Cassandra, MATLAB, Thomson Reuters, and Microsoft Office

**Interests:** Financial Markets, Economics, Basketball, Tennis, and Formula 1