



Elie Rached

Business Project Manager

Motivated and analytical Senior Manager with 13+ years of experience in diversified fields of the financial services industry, including marketing, business development and R&D. Played a major role in the digitalization of the retail banking products to streamline processes and enhance client journey. Seeking a business consultant position to improve profits and achieve growth for your company.

✉ elielrached@gmail.com

☎ +9613561961

📍 Beirut, Lebanon

WORK EXPERIENCE

Project Manager – Card Business Development BANK AUDI SAL

12/2019 - Present

Achievements/Tasks

- Working closely with Visa and MasterCard on new digital products.
- Coordinating with the service providers to enhance the existing business model.
- Following industry trends locally and internationally.

Project Manager – Research and Development BANK AUDI SAL

02/2018 - 11/2019

Achievements/Tasks

- Planned the digitalization of retail banking products in order to streamline the operations and achieve optimal efficiency.
- Took part in creating 3 Mobile apps, drew the client journey for each and ensured a proper end to end solution.
- Maintained open lines of communication with business lines, vendors, internal and external contacts and customers to engender awareness of trends, competitive opportunities etc.

Product Manager - Retail Banking BANK AUDI SAL

01/2012 - 01/2018

Achievements/Tasks

- Handled 8 insurance products as a main decision maker in the department, coordinating with 2 major insurance companies.
- Launched Successfully 2 new insurance products.
- Created and launched an Internal Sales Incentive Scheme at Bank Audi.
- Increased sales by 140% in 1 year.
- Handled solely all trainings related to existing and new insurance products. (Hundreds of training sessions, for 80 branches and all new recruits. Received Best Trainer Award).
- Planned and managed a new account dedicated to youth called "Spring Account".

Marketing Strategy Officer – Retail Banking BANK AUDI SAL

07/2007 - 12/2011

Achievements/Tasks

- Started as a Junior Marketing Officer for 2 years, and got promoted to Marketing Officer in 2009.
- Developed and monitored the annual marketing budget and expenses.
- Worked on Full fledged ATL & BTL marketing campaigns. (with a strong track record in driving new customer leads and increasing sales revenue).
- Coordinated open days for product acquisition and organized retail products launches.
- Attended on-ground orientation in branches, to learn more about their operations.

SKILLS

Convincer

Negotiator

Observer

Motivator

Trainer

Organized

CERTIFICATES

Innovation & Design Value Proposition Course ESA Business School

10/2017

Conflict Management London Community Resource Network

02/2015

Communication Skills | Secret of Communication TRACE - Training and Consulting Experts

10/2012

ACHIEVEMENTS

Established Vise Leb, an Online company for furniture Design (09/2018 - Present)

Turned my passion for art into a business by creating unique hand-made furniture pieces <https://instagram.com/viseleb?igshid=246wmv0vicz4>

Reached a \$20M target in 1 day, for an investment plan that I created & launched (07/2016)

Panelist at the Second Annual Bancassurance Conference
MEA 2014 | Dubai (2014)

The conference was attended by top executives in the Insurance field, 15 international insurance companies and 10 leading banks in the MENA.

EDUCATION

Bachelor in International Business Science - Sagesse
University (09/2002 - 09/2006)

Name of the institution that issued/awarded it

Lebanese Baccalaureate – Life Sciences- Sainte Famille
(07/2002)

Name of the institution that issued/awarded it

LANGUAGES

English

Full Professional Proficiency

Arabic

Native or Bilingual Proficiency

French

Full Professional Proficiency

INTERESTS

Handcrafting

Snowboarding

Swimming

Reading

Cooking