

Service sector professional with over 20 years of successful track record in both regional and international shipping, intellectual property markets and Human Resources. Demonstrated superior skills in strategic planning, mediation, negotiations, people management, project management, recruitment and training in a highly complex and competitive environment.

Qualifications Summary

- Transformational leader delivering engaging processes, leading change and teams, and defining strategies enabling people to excel.
- Proven ability to take over versatile tasks covering various aspects of the business, including managing teams working under difficult circumstances.

Career Experience

Cedar White Bradley Group HR and Administration Manager

Feb 2012 – June 2021

Handled wide responsibilities across three main functions: HR, Legal & Administration

- Providing operational support and expertise on all personnel and HR management matters within the organization, whilst ensuring total compliance to local legal requirements, ethical standards and best practices
- Designed, developed and implemented talent recruitment & selection and succession-planning program
- Overseeing and direct the development and administration of the Human Resources Department annual budget;
- Liaising with external auditors and managing CAPA plans to insure compliance;
- Liaising with external consultants regarding HR structure and salary/benefits benchmarking across the region;
- Conducting and managing performance appraisals, for middle management and their teams;
- Managing all employee benefits' programs;
- Designed, developed and implemented Learning and Development (L&D) programs and initiatives such as linking appraisals to an online training platform;
- Responsible for recruitment activities including writing and placing ads, liaising with recruiting consultants, conducting interviews, gathering CVs, issuing letters, conducting employment verification etc. to ensure uniformity in the quality and selection of talent and conformity to agreed Knowledge Skills and Abilities
- Managing CWB offices across the region including but not limited to handling office rent contracts and liaising with relevant municipalities
- Managing the company restructuring project across the region including coordinating with lawyers in different jurisdictions; and
- Ensuring compliance with legal, contractual or statutory procedures on personnel management, such as: recruiting, welfare benefits and work contract termination.

Cedar White Bradley Intellectual property Consultant

Jul 2010 – Feb 2012

- Trained and supervised Paralegals and Trademark Portfolio Administrators on handling Intellectual Property portfolios;
- Trademark clearance and prosecution, portfolio management for key clients such as The Coca-Cola company, Novartis AG etc.;

- Managed the MENA region operationally in area of trademark registration, handled oppositions, counterfeit and legal cases by giving legal advice to clients and instructing and guiding local lawyers to draft the relevant memoranda;
- Handled Trademarks records of assignments, change of name and address, records of merger for big clients such as Apple Inc, MSD Merck, Novartis AG etc.;
- Mediated IP operations between International clients and local offices/agents; and
- Conducted official and online searches and market investigations. Analyzed and quantified collected data and reporting information to client with opinion and suggestions related to the availability to register their trade marks.

**Saba & Co IP
Head of Department**

Oct 2001 – Jun 2010

- Managed Tunisia and Algeria operationally in areas of trademark registration, patents, industrial designs, handling oppositions, counterfeit and legal cases;
- Directed Saba IP jobs in Tunisia through two different agents by sending instructions and guided them throughout the process;
- Conducted official and online searches and market investigations. Analyzing and quantifying collected data and reporting information to client with opinion and suggestions;
- Mediated IP operations between International clients and local offices/agents;
- Developed centralized patent translation program;
- Managed centralized accounts namely Nakheel PJSC, The International Scouts Organization (Switzerland), and Saba & Co. IP trademarks;
- Handled patent translations through a network of Arab and French translators; and
- Coordinated implementation of new electronic invoicing system with IT department that resulted in reduction of invoicing error from 20% to < 1%.

IP Paralegal

- Trained Head Office, Saudi Arabia & Dubai operations staff members on Saba IP systems, client communication skills and IP knowledge;
- Managed major accounts such as The Coca Cola Company;
- Provided substantial support to the Saudi office over a period of four years in areas such as strategic planning, operations, training and services that resulted in improving the market share;
- Launched new trademark renewal system and audited pending applications for the Dubai Office;
- Assisted and supervised regional Saba offices;
- Assigned to directly manage the Riyadh office in the absence of acting manager;
- Filed Trademarks and Patents for major multinational companies such as Novartis AG, Nestle, Coca Cola, Pfizer, Merck; and
- Handled oppositions and safeguarded clients' Trademarks & Patents rights.

Additional Positions

- 1999 – 2001: Operation Assistant – Controlled all Lloyd Triestino containers moving to/from the following ports: Beirut, Alexandria, Port Said and Lattakia – Osman Mekkaoui and Sons.
- 1998 – 1999: Adjutant (military service) - Worked as Assistant Manager for the officer's orientation training sessions – Lebanese Army
- 1997 – 1998: Sales Representative – Sold Lloyd Triestino's services for full containers and handled shipments by air and sea as a forwarding agent – Osman Mekkaoui and Sons.
- 1994 – 1997: Assistant Music Professor - LAU

Education

- ESA/ESCP 2021 - 2022
Degree: EMBA
- Lebanese American University 1994 – 1997
Degree: Bachelor of Arts in International Affairs.
- Collège De La Sagesse School 1993 – 1994
Degree: Lebanese Baccalaureate II (Philosophy Section)

CERTIFICATES

- Training Certificate Program – American Society for Training and Development
- Job Analysis Training - HayGroup

SKILLS:

- Dealing with ambiguity;
- Conflict management;
- Customer focus;
- Developing reports and other;
- Learning and organizational agility;
- Managing diversity and cross-cultural resourcefulness;
- Computer literate: worked extensively with D365, Lanterion HRMS, World Suite, Worldox, World Microsoft Windows 7, Office 2010 (Word, Excel, Outlook, PowerPoint) as well as internet literate; and
- Languages: Fluent in Arabic, English and French in both written and spoken forms. Basic knowledge of Spanish language.