

KAREEM JOSEPH KHALIFEH

Dubai, United Arab Emirates • Mobile: (+971) 54 512 3373 • Email: kkareem27@gmail.com

EDUCATION & QUALIFICATIONS

GMAT Score 720

American University of Beirut (AUB), Lebanon

Sep 2012 – May 2016

Degree: B.E. in Computer and Communication Engineering, **Minor:** Mathematics

GPA: 3.76, Graduated with **distinction** and on the **Dean's Honor List**

WORK EXPERIENCE

Fitify 360 Startup, Founder

Mar 2021 – Present

- Defined business plan of Fitify 360 as an AI-based assistant that helps users achieve holistic health through tailored workouts, meal plans, sleep, and mental health support
- Validated product-market fit with potential customers and identified most suitable customer segment to target
- Devised go-to market strategy to reach target market and create needed fitness sector partnerships

BEI-ROOT Nonprofit Business, Founder

Sep 2020 – Present

- Founded BEI-ROOT, a nonprofit business selling personal clothing attire through physical and social media channels with sale revenue going to the victims of the Beirut August 4th, 2020 explosion
- Developed marketing strategy to attract local and international leads increasing revenue per lead by 105%
- Developed and managed BEI-ROOT social media presence, online shop, and payment gateway

Booz Allen Hamilton Management Consulting, Consultant

Jan 2018 – Present

- Developed roadmap for digital transformation at a top 5 KSA bank across investments, payments, and lending
- Devised performance improvement strategy for a leading retail bank increasing revenues by 10% and reducing costs by 15%
- Designed and piloted 10-year export promotion incentives program for a GCC export promotion authority with an expected return of USD 30 Mn per year and over 1,000 jobs created
- Designed and set up technical center for the management of irrigation practices and technology nationwide in a GCC country
- Identified video game partnerships with best-fit gaming partners to develop a major video game theme park
- Analyzed global e-sports market and its future potential in the MENA region
- Developed nationwide strategy to privatize generation, desalination, and transmission of water in a GCC country
- Designed IT transformation plan and implementation roadmap for four GCC central government entities

Clifton Myers Enterprises Application Development Company, Data Analyst

Jun 2017 – Oct 2017

- Analyzed Subway®'s weekly orders to find optimal ingredient purchase levels decreasing weekly waste by 25%

Anghami Music Streaming Mobile Application, Data Scientist and Machine Learning Engineer

May 2016 – May 2017

- Developed user music recommendations based on musical taste resulting in a 10% increase in online radio use
- Designed a friend recommender algorithm that matches users with people having similar music interests
- Established smart search algorithm that achieved 25% faster search results

University of California, Irvine, Artificial Intelligence Research Assistant

Jun 2015 – May 2019

- Led research team in developing an anomaly detection algorithm that identifies plant illnesses with 75% confidence, through analyzing images captured by drones
- Published research paper at ISCAS 2019 conference in Japan ieeexplore.ieee.org/abstract/document/8702569

American University of Beirut, Communications Research Assistant

Jun 2015 – June 2017

- Led 2-person research on Vehicle-to-Pedestrian communication to avoid collisions with 80% accuracy
- Published research paper at IWCMC 2017 conference in Spain ieeexplore.ieee.org/abstract/document/7986329

EXTRA-CURRICULAR ACTIVITIES

- Invested pooled capital from 1 ultra-high-net-worth individual and 4 high-net-worth individuals following a long-term growth strategy averaging 45% returns year-over-year for two years
- Led team at a community-serving group CAS supporting kids with physical handicaps, overseeing social inclusion games
- Active member of Toastmasters becoming a seasoned public speaker in 2013
- Active member of the IEEE for technology and engineering professionals

AWARDS

Highest "Titanium" Award for Displaying Champions Heart at Booz Allen Hamilton, UAE

Jun 2019

- Developed a 5-year dashboard quantifying the economic impact of implementing a novel export promotion incentive scheme

1st Place at the Booz Allen Hamilton Consulting Case Competition, Lebanon

May 2016

- Led a team in designing a strategy to prioritize national projects and defended them in a war game scenario

1st Place at the Ericsson Competition, Lebanon

Nov 2015

- Led a team in quantifying the socio-economic and health effects of improving network infrastructure in Central-Africa

ADDITIONAL SKILLS

- **Software Tools & Applications:** Tableau, Excel, PowerPoint, MySQL, C++, Python, PHP
- **Languages:** Fluent in all of English, French, and Arabic
- **Interests:** Investment, Football, Electric Guitar, Board Games