



ABOUT ME

A results-oriented professional with over a decade of experience in finance, business analytics, transformation, and asset management. Expert in formulating strategic initiatives, leading cross-functional teams, and implementing transformative solutions to drive operational efficiency and maximize profitability. Demonstrated success in generating impactful strategies, conducting value stream mapping, and optimizing operating models. Adept at leveraging lean processes and change management methodologies to achieve organizational excellence.

EDUCATION

**BACHELOR OF SCIENCE**  
Lebanese University- Faculty of Economics & Business administration / Beirut / 2008

Banking & Finance

SKILLS

- ANALYTICAL, COMMERCIAL MINDSET – STRONG ABILITY TO STRUCTURE PROBLEMS AND LEVERAGE ANALYTICS IN PROBLEM SOLVING AS WELL AS A SIGNIFICANT BUSINESS ACUMEN RESULTING FROM EXPERIENCE ACROSS MULTIPLE INDUSTRIES AND FUNCTIONS. EXCELLENT DATA STORY TELLING ABILITIES
- SUBJECT MATTER LEADERSHIP – OUTSTANDING TRACK RECORD OF ADAPTING TO NEW CONCEPTS AND GETTING AN IN DEPTH UNDERSTANDING OF A BUSINESS AREA WITHIN A VERY SHORT TIMEFRAME
- PEOPLE LEADERSHIP – CONFIDENT, ENGAGING PEOPLE LEADER, ABLE TO COMMUNICATE A VISION AND BRING PEOPLE ALONG ON THE JOURNEY
- CHANGE AGENT – STRONG INFLUENCE AND ABILITY TO STAND OUT AND ROLE MODEL CHANGE IN THE ORGANIZATION

LANGUAGES



CERTIFICATES

- ≡ **LEADERSHIP DEVELOPMENT PROGRAM BY MAJID AL FUTTAIM LEADERSHIP INSTITUTE**
- ≡ **INTRODUCTION TO ANALYTICS AND TECHNOLOGY BY MAJID AL FUTTAIM SCHOOL OF ANALYTICS & TECHNOLOGY.**
- ≡ **SHOPPING CENTRE INVESTMENT BY BAYFIELD UK.**
- ≡ **MALL MANAGEMENT MASTERCLASS BY MALL CONSULTANTS & RLI.**
- ≡ **JOHN T. RIORDAN SCHOOL FOR RETAIL REAL ESTATE PROFESSIONALS LEVEL 1& 2 BY ICSC**
- ≡ **FINANCIAL MODELING BY EUROMONEY**
- ≡ **NEGOTIATION SKILLS BY FORMATECH**

PERSONAL DETAILS

**Date of birth**  
17/02/1988

**Nationality**  
Lebanese

REFERENCES

SHIREEN EL KHATIB  
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CLAIRE KORBAN

STRATEGY & TRANSFORMATION

Beirut, Lebanon

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WORK EXPERIENCE

ABC SAL

Beirut  
Dec 2023 - Present

Business Architect

- Leading strategic business analysis and transformation initiatives, taking charge of the development of business capability models and value streams to drive organizational growth and resilience.
- Translating corporate objectives into technical solutions, guiding the integration of strategic goals with practical execution to ensure sustainable business success.
- Conducting thorough analysis of operating and business models, leveraging insights to propose and implement tailored solutions that optimize efficiency and drive bottom-line impact.
- Defining value streams through meticulous process mapping and optimization, delivering measurable enhancements in stakeholder value, operational agility, and customer satisfaction.
- Collaborating closely with the Executive Team to provide actionable insights and strategic guidance, empowering decision-making and driving organizational optimization in alignment with industry best practices

MAJID AL FUTTAIM PROPERTIES

Dubai  
Aug 2020 - Nov 2023

Transformation manager- Asset management

- Identified and delivered strategic value creation opportunities, collaborating with industry-leading consultancies like McKinsey and EY to implement pricing tools and assess customer demand versus supply, resulting in revenue growth and enhanced market positioning.
- Led cross-functional and cross-country projects to define and execute the company's analytical vision and strategy, driving alignment with organizational objectives and market trends.
- Implemented effective change management processes in collaboration with senior executives, driving adoption of strategic priorities and fostering a culture of continuous improvement.
- Developed and delivered sophisticated business analytics models to optimize portfolio health and maximize value, ensuring informed decision-making and risk mitigation.
- Built data strategy and drove business intelligence adoption across the organization, enabling insights-driven decision-making and proactive adaptation to market dynamics.
- Conducted market benchmarking analysis to identify industry best practices and emerging trends, providing valuable insights for strategic decision-making.
- Guided regional teams in formulating their annual strategic plans, leveraging insights from market benchmarking and internal analytics to craft data-driven strategies that capitalize on emerging opportunities and address competitive challenges.

MAJID AL FUTTAIM PROPERTIES

Cairo  
Jan 2018 - Jul 2020

Business Analytics Manager

- Delived analytical initiatives to support revenue growth, cost reduction, and customer experience (e.g., Smart Deployment of Service Providers initiative saved 1 million AED on EBIDTA).
- Analyzed performance to identify productivity gaps and drive remedial action.
- Supported the Managing Director and key stakeholders in building data-driven strategies and budgets.
- Supported Regional Managing Director in building business cases and validating strategic decisions.
- Shared insights on performance with retailers to support leasing and mall managers in negotiations.
- Reduced time to report from 6 days to 1 day through data quality enhancements, automation, and change management.

MAJID AL FUTTAIM PROPERTIES

Beirut  
May 2015 - Dec 2017

Business Analyst

- Handled budgeting and P&L analysis for all assets in the region.
- Defined and implemented procedures for the collection, analysis, and treatment of information.
- Translated business requirements into technical requirements to match strategic business objectives with practical technical solutions.
- Delivered analytical solutions to analyze business performance and identify potential risks and opportunities.
- Participated in the implementation of new systems and business intelligence tools by providing business logic and requirements.
- Defined key performance indicators and tested new reporting platforms.

BANK AUDI

Beirut  
Aug 2011 - Apr 2015

Senior Financial Control and planning officer

- Planned and developed efficient systems for delivering Management Information, streamlining data collection, analysis, and reporting processes to enhance decision-making and strategic planning.
- Played a pivotal role in identifying, assessing feasibility, and contributing to the implementation of new products and business drivers, facilitating revenue growth, market expansion, and enhanced customer satisfaction.
- Led the upgrade of management accounting and information systems to ensure compliance with evolving regulatory requirements and industry standards, enhancing operational efficiency and risk management capabilities.
- Managed various financial operations, including Global Depository Receipts (GDR) and credit-linked note revaluations, financial instrument management, amortizations of fees and expenses, and syndicated loan operations, ensuring accuracy and compliance with regulatory guidelines.
- Participated in the implementation of the new banking system, ensuring smooth transition of financial processes and data management systems to optimize performance, ensure data integrity while improving operational workflows

JGROUP HOLDING

Beirut  
Nov 2008 - Jul 2011

Accountant

- Handled accounting operations for a portfolio of 5 entities, including Promofix SARL, Promofix ME Offshore, Promofix Int'l LTD, Promofix Dubai, and Al Media International Limited.
- Established and managed new account structures, optimizing financial processes and reporting.
- Conducted in-depth cash flow analysis for various departments, driving financial stability and growth.
- Provided strategic assistance to the General Manager, enhancing operational procedures and decision-making.

HOBBIES

HIKING, TRAVELING, BOXING