

RALPH CHAMMAS

15+ Years of Experience in General Management, L&D, Consulting, and Innovation

MBA | Certified Innovation Leader (CIL) | INSEAD Certified in Digital Transformation & Innovation

Mobile : +971 50 542 5503

Email: Ralph.chammas@hotmail.com

PROFESSIONAL EXPERIENCE

C-Level Advisor and Coach at Dubai Knowledge Park

Dubai, UAE | Aug 2024 – Present

- Working closely with CEOs and Founders to understand their business problems and offer them solutions or business advice, with a focus on business development and innovation.
- Conducting workshops on various Business and Innovation topics to companies across the Middle East Region.
- Leading the co-creation of innovative products for a French Start-up within the couples' entertainment industry.

Member of the Board of Directors at BiFusion

Remote | Sep 2024 – Present

- Providing high-level guidance on the company's mission, vision, and strategy, ensuring alignment with industry trends in AI and innovation while maintaining ethical and regulatory compliance.
- Leveraging expertise in AI, innovation, and consulting to identify growth opportunities, partnerships, and market trends, fostering relationships with key stakeholders and clients.
- Evaluating organizational performance, reviewing financial reports, and offering insights to improve operational efficiency, program effectiveness, and long-term sustainability.

Global Innovation Manager at Sika Technology AG

Zurich, Switzerland | Jan 2024 – Jul 2024

- Designed and activated a global innovation platform that connects 33,000 employees, facilitating collaboration on ideation, innovation competitions, and the exploration of cutting-edge technologies.
- Launched the 1st global ideation centre (Sika Innovation Lab) where participants can work on Moonshot ideas.
- Led the creation of online courses on Innovation Management using LMS software (Rise Up - SaaS) and AI Tools.
- Created the Artificial Intelligence Strategy with a focus on resources, productivity, and creativity.
- Secured a partnership with Microsoft to implement its Copilot software and its use across 100 countries.

General Manager at Sika (For its Tunisia Branch)

Tunis, Tunisia | Jan 2021 – Dec 2023

- Led the a \$25M+ organization composed of 70+ employees with full P&L responsibility.
- Achieved a double-digit revenue growth rate for 3 consecutive years and doubled the company's market share.
- Created an innovation and disruption leadership unit that hosts competitions and grants funds for exploration.
- Won the Sika EMEA Innovation in HR Challenge for the most disruptive idea with a global impact in 2022.
- Led digital transformation projects including SAP integration, Salesforce Implementation, and E-Commerce.
- Published thought leadership internal articles and video insights on innovation strategies and market disruption.

Head of Management Consulting and L&D at Wideboost SARL

Beirut, Lebanon | Feb 2018 – Dec 2020

- Delivered innovation and HR strategy consulting projects for companies in various industries.
- Led the sales of a SaaS Learning Management System (Rise-UP LMS) designed for training and skills building.
- Upgraded L&D processes, cutting training costs through the implementation of e-learning tools.
- Delivered over 100 workshops and seminars on Innovation, Soft Skills, Leadership, and Business Planning.

Entrepreneurship and Innovation Professor at Saint Joseph University

Beirut, Lebanon | Mar 2018 – Dec 2020

- Taught the Entrepreneurship and Innovation course for Engineering students at the Faculty of Engineering (ESIB).
- Participated in start-up competitions as a start-up mentor and jury member.

Start-up Manager at Routine Breakers

Beirut, Lebanon | Apr 2015 – Dec 2017

- Led the launch and growth of a start-up offering entertainment and gaming services for couples.
- Advised the Founders on proper expansion plans in Lebanon and across the Middle East.
- Negotiated and Closed deals with large retail distributors (Libraries and Toy Shops).

L&D Manager at Mercedes Benz

Beirut, Lebanon | May 2013 – Feb 2015

- Developed and implemented innovative L&D strategies aligned with Mercedes Benz's business objectives to enhance employee skills and foster a high-performance culture.
- Led initiatives to identify, develop, and retain high-potential talent, ensuring a robust pipeline for leadership roles and achieving quantifiable advancements in employee career growth and satisfaction.

L&D Specialist at Mercedes Benz

Beirut, Lebanon | Jan 2011 – Apr 2013

- Created and oversaw impactful training programs using latest technologies and methodologies.

Mechanical Engineer Intern at Mercedes Benz

Beirut, Lebanon | Jun 2010 – Dec 2010

UNIVERSITY EDUCATION

| | |
|--|-------------|
| Digital Transformation & Innovation - INSEAD (Fontainebleau Campus, France) | 2023 |
| Diplôme d'études supérieures en Management DESM - ESCP Business School (Paris) | 2016 – 2017 |
| Master of Business Administration MBA - ESA Business School | 2016 – 2017 |
| Bachelor of Engineering (Mechanical Engineering) - Lebanese University | 2005 – 2010 |

ONLINE CERTIFICATES

| | |
|---|------|
| Agile Accelerator: Lean Startup Methodology and Agile Methodology - IE Business School | 2024 |
| Digital Transformation - Boston Consulting Group & University of Virginia | 2024 |
| Change Management - Leading Agile Systems - Udemy | 2024 |
| Certified Innovation Leader (CIL) - AIPMM | 2024 |
| Entrepreneurship Essentials - Harvard Business School | 2018 |
| Online Marketing Fundamentals – Google Digital Garage | 2017 |

SKILLS

Languages

- Arabic: Native speaker
- English: Fluent
- French: Fluent

Top 5 Soft Skills

1. **Problem-Solving:** Gained mostly during my role as General Manager at Sika where I solved complex problems on a daily basis
2. **Innovation:** Gained mostly during my role at Wideboost as a Consultant to SMEs, and during my role as Global Innovation Manager at Sika where I launched several programs and concepts around innovation culture.
3. **Leadership:** Gained mostly during my role as General Manager at Sika where I led an organization of 70 People and managed 10 direct reports who were experienced managers.
4. **Communication:** This is an innate talent that I developed with time as a result of my exposure to global environments and multi-cultural teams.
5. **Coaching:** This is an innate talent that I developed during my roles in L&D and due to my passion in helping others.