



JANA KASSEM

Consultant & Trainer

CONTACT



Said Khadige Str., Dalbani
Build., Beirut, LEBANON



+961 3 999 312



jana.kassem@gmail.com

LANGUAGES

ARABIC Fluent

ENGLISH Fluent

FRENCH Fluent

WORK EXPERIENCE

Jan. 2018 - Present

Registered Freelancer, Beirut, Lebanon

Job: Innovation Consultant and Trainer

- Designing and/or implementing different types of development and entrepreneurship programs and studies that are in line with the requesting organizations' goals and strategies
- Planning, executing and owning workstreams for innovative projects spanning all industries
- Monitoring and reporting on the progress of the programs against initial plans including budgets, interdependencies and the identification/resolution of risks and issues
- Ensuring best practices and project management tools are in place and underpinning timely and high quality delivery
- Preparing, organizing, and facilitating innovation-related and/or entrepreneurship-focused workshops such as design thinking, pitching and building effective presentation decks

Jan. 2016 - Oct. 2018

Wamda, platform of entrepreneurship integrated programs, Beirut, Lebanon

Job: Corporate Engagement Manager

- Developing partnership proposals
- Creating, structuring and delivering entrepreneurship programs in MENA region
- Coordinating the programs' cross-functional activities, tracking their progress, controlling deadlines and budget and managing the communication with all stakeholders

Jan. 2015 - Dec. 2015

Cedarcom Group, telecommunication company, Beirut, Lebanon

Job: Strategic Development Officer

- Defining and rolling-out the Group institutionalization program: Elaboration of policies, re-engineering of processes, establishment of standard operating procedures
- Managing the deployment of CRM Dynamics 2015: Definition of the requirements, project phasing, training of relevant teams, handling releases

May 2013 - May 2014

BLC Bank, Banque Libanaise pour le Commerce, Beirut, Lebanon

Job: CRM Specialist

- Developing the strategic direction for the Siebel CRM system within BLC Bank
- Elaborating and deploying the strategy to build BLC customer loyalty program
- Performing data-processing and database-management tasks

SOFTWARE



SKILLS

PROJECT MANAGEMENT



PROGRAM DEVELOPMENT



STRATEGY



ORGANIZATION



ANALYSIS



CERTIFICATION

Advanced Professional
Trainer Certificate (ILM)

WORK EXPERIENCE (*Continued*)

Apr. 2011 - Apr. 2013

BLC Bank, Banque Libanaise pour le Commerce, Beirut, Lebanon

Job: Strategic Development Analyst

- Implementing and monitoring BLC Bank Green Building Initiative in collaboration with the International Finance Corporation (IFC)
- Negotiating and finalizing several financing agreements with regional and international institutions: The Arab Trade Financing Program (ATFP), The European Investment Bank (EIB), USAID, etc.
- Fostering and promoting innovation at BLC Bank

May 2010 - Mar. 2011

CDS, management consulting firm, Beirut, Lebanon

Job: Consultant

- Participating in the conception and the implementation of an institutionalization program for a hotel chain in Egypt
- Conducting and supporting the business process re-engineering effort within the hotel chain
- Carrying out strategic research and analysis on varied topics and industries

INDICATIVE PROJECTS & PROGRAMS

Apr. 2022 - Sept. 2022

Empowering Youth Entrepreneurship, UNDP, Lebanon

Role: Consultant

Elaborating the “Lebanese Economic Sectors Analysis” and the “Youth Entrepreneurship Roadmap”; a list of policy reforms and initiatives to unleash the full potential of youth entrepreneurship.

Nov. 2020 - Nov. 2021

Tech Champions Program, MCIT, KSA

Role: Deputy Program Manager

Designing and executing the programmatic components of the project, mentoring the participating entrepreneurs and ensuring the reporting function.

June 2019 - Nov. 2019

Skilling-Up Mashreq (SUM), The World Bank, Lebanon

Role: Consultant

Contributing to the SUM set-up phase through the production of a series of deliverables such as the roles & responsibilities of SUM partners and the methodology for the pledges.

Jan. 2018 - Dec. 2018

Touch Innovation Program, touch, Lebanon

Role: Project Lead

Delivering all the program’s components on time and within budget and scope including the program’s promotion, the selection of the participating startups and the implementation of the programmatic elements.

EDUCATION

2005 - 2009

ESSEC (Ecole Supérieure des Sciences Economiques et Commerciales), Cergy, France

Degree: ESSEC MBA

Major: Entrepreneurship

Minor: Strategy and organization

2003 - 2005

Lycée Pierre de Fermat, Toulouse, France

Program: ECS (classe préparatoire), preparatory studies to enter business school

1989 - 2003

Lycée Franco-Libanais de la Mission Laïque Française, Tripoli, Lebanon

Degree: French baccalauréat avec mention (high school diploma with honours)