

Michel Lattouf

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Professional Summary

Highly experienced Strategic Planner & Projects Manager with over 18 years in retail management, banking, and project leadership across multiple sectors. Proven ability to oversee complex projects, develop monitoring and evaluation frameworks, manage budgets, and lead cross-functional teams. Skilled in fostering trust with stakeholders, delivering impactful solutions, and implementing agile methodologies and design thinking approaches. Fluent in English, Arabic, and French, with strong expertise in compliance, reporting, and customer engagement.

Key Skills

- Strategic Planning and Project Management
- Budgeting and Cost Optimization
- Monitoring, Evaluation, and Reporting (M&E)
- Stakeholder Engagement and Relationship Management
- Agile Methodologies and Design Thinking
- Compliance and Risk Mitigation
- Proficiency in MS Office and Digital Transformation Solutions
- Leadership, Team Building, and Crisis Management

Professional Experience

International Account Manager

Capital Outsourcing | August 2024 – Till now

- Delivered tailored IT solutions across cloud services, cybersecurity, and digital transformation for global clients, resulting in an improvement in client operational efficiency.
 - Specialized in designing scalable solutions for diverse sectors, enabling 20+ businesses to transition to cloud-based infrastructures like Microsoft Azure and Microsoft 365.
 - Conducted needs analysis and customized strategies for sectors like healthcare, manufacturing, and financial services, increasing client retention rates by 15% year-over-year.
 - Collaborated with cross-functional teams to implement IT infrastructure upgrades, achieving a 15% reduction in IT downtime for clients.
 - Successfully expanded the company's international client portfolio by 10%, generating additional revenue streams.
- Key Achievements:
- Transitioned 20+ organizations to secure and efficient cloud-based solutions.

- Increased customer satisfaction scores by 25%, based on post-project feedback surveys.
- Strengthened long-term client relationships, contributing to \$1M+ in annual recurring revenue.

Branch Manager

Mikesport, Elissar | March 2023 –July 2024

- Project: Led a comprehensive renovation and sales enhancement project for the Elissar branch.
- Managed the redesign and refurbishment of the store layout, ambiance, and customer flow.
- Recruited, trained, and restructured the team to align with customer-centric service standards.
- Implemented innovative sales strategies, increasing revenue by 40% within the first six months post-renovation.
- Established a monitoring framework to assess sales performance and customer satisfaction, driving continuous improvements.

Key Achievements

- Delivered the renovation project on time and within budget
- Improved customer satisfaction and loyalty through personalized service strategies.

Authorizer / Assistant Branch Manager

Byblos Bank, Jal El Dib Branch | April 2006 – December 2022

- Manage the branch activities.
- Project: Housing Loan Campaign to drive loan portfolio growth.
- Designed and executed a marketing strategy, resulting in a 15% increase in housing loan applications.
- Organized workshops to educate clients about loan benefits, enhancing customer engagement.
- Collaborated with marketing and compliance teams to ensure product alignment with customer needs and regulatory standards.
- Project: Fresh Accounts Initiative during Lebanon's banking crisis.
- Rebuild client trust by promoting fresh accounts, essential for international fund transfers.
- Led customer engagement efforts, achieving the highest account-opening rate across the bank.
- Ensured compliance with updated regulations, streamlining the account-opening process.

Key Achievements

- Secured top-performing branch status in the fresh accounts campaign.
- Enhanced the branch's reputation for reliability during a critical period.

Customer Relationship Officer (Personal Banker)

Byblos Bank | November 2007 – May 2016

- Promoted banking products, including loans, credit cards, and insurance, achieving sales targets consistently.
- Educated clients on financial solutions, strengthening long-term relationships.
- Handled account openings and daily transactions, ensuring excellent service delivery.

Education

- Bachelor's in Banking & Finance, AUST, Beirut | October 2001 – June 2006
- Diploma in Commercial Sciences and Bookkeeping, CIT, Beirut | October 1999 – June 2001

Languages

- English: Fluent
- Arabic: Fluent
- French: Advanced

Certifications

- Project Management Professional "PMP"
- Practical Application of Generative AI for Project Managers