

Tony KHAYAT

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About Me

Driven and results-oriented professional with extensive experience in account management and team leadership across diverse industries. Proven ability to thrive in fast-paced environments, delivering high-quality results under pressure while maintaining exceptional attention to detail. A quick learner with a strong aptitude for mastering new concepts and areas of expertise. Adept at managing teams, fostering collaboration, and executing strategic initiatives to achieve organizational goals. Recognized for excellent problem-solving skills, effective communication, and a commitment to continuous improvement and excellence.

Experience

July 2020 – Present

Consultant | Freelance

Responsible for:

- Meeting with clients to understand their needs, challenges, and goals
- Planning client projects
- Developing tailored strategies or action plans based on client objectives and industry best practices
- Providing training or workshops to client staff

2020 – Jan 2024

Managing Partner | Jaiho E-Mall

Responsible for:

- Overseeing daily operations, ensuring the smooth functioning of the platform, from vendor management to customer support and logistics
- Building and maintaining relationships with vendors, suppliers, and partners to ensure a diverse and high-quality product range on the platform
- Collaborating with the technical team to improve the e-mall's user experience
- Developing and overseeing digital marketing strategies, promotions, and campaigns

2013 – 2019

Manager, Head of Cards and Delivery Channels | MEAB Bank of Lebanon – Marketing Unit

Responsible for:

- Developing the Credit Card Department in compliance with “Banque Du Liban” regulations and international standards, ensuring operational excellence and legal adherence
- Leading the development and marketing of new financial products, including credit cards, electronic banking solutions, and ATM services, enhancing the bank's offerings and customer reach
- Managing ATM network processes and procedures, ensuring seamless operations and high-quality service delivery
- Overseeing brand strategy and marketing communication, including campaign development and media management, to align with the company's business objectives
- Spearheading the development of new services for alternative delivery channels, driving innovation and improving customer access

2010 – 2013

Managing Partner, Head of Publishing, Head of Marketing & Business Development

| Adam Levant Magazine

Responsible for:

- Managing the publication cycle (digital and print), ensuring timely delivery of content, adherence to deadlines, and overall operational efficiency
- Developing and executing comprehensive marketing strategies to promote the magazine, enhance brand visibility, and increase readership
- Ensuring consistent brand messaging across all platforms
- Managing the financial health of the magazine, including budgeting, forecasting, and P&L responsibilities to ensure profitability
- Planning and executing PR events, sponsorships, and brand activations to increase media exposure and audience engagement

2001 – 2011

Head of Credit Card Department | Lebanese Canadian Bank

Responsible for:

- Leading the strategic conception and establishment of the department, defining its mission and objectives to align with organizational goal
- Serving as the department leader for Quality Management, overseeing ISO 9001:2000 compliance and authoring all related procedures and policies to enhance operational excellence
- Directing the development and marketing of new financial products, including credit cards, retail products, and electronic banking solutions, to expand the bank's product offerings
- Acting as the primary liaison for all communications between the bank and plastic card companies, facilitating smooth collaboration and operations
- Developing and implementing training programs for bank employees on plastic card products and processes, enhancing team knowledge and operational proficiency

1996 – 2000

Assistant Head of Department | Credit Libanais

Responsible for:

- Managing the credit card portfolio, providing exceptional customer service and support to clients, ensuring timely resolution of inquiries and issues related to credit card products
- Developing and maintaining strong relationships with customers, offering personalized solutions, and fostering loyalty to the bank's credit card offerings
- Training staff on the new core banking application (ICBS), ensuring team proficiency in its functionalities and features to enhance overall operational efficiency
- Monitoring and analyzing customer feedback related to credit card services, implementing improvements and best practices to enhance customer satisfaction
- Collaborating with cross-functional teams to ensure seamless integration of the credit card portfolio with the bank's broader service offerings and operational processes

Education

1993

Accountancy | Collège du Sacré Cœur – Beirut

1990

Commercial Business Studies | Mont La Salle College

Skills

- Sales and Business Development
- Process Improvement
- Customer Service Excellence
- Project Management
- Time Management and Organization
- Leadership & Team Management
- Communication & Negotiations

- Problem-Solving
- Strategic Planning
- Decision Making
- Microsoft Office

Languages

- Native Arabic
- Professional English
- Moderate French