

Imad Hteit

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Bachelor's in Business Management - *Beirut Arab University*

Results-oriented Business Operations professional with a proven track record in optimizing teams, managing complex projects, increasing customer retention, and leading product development. PMP-certified and ISO-compliant, with a comprehensive understanding of full business operations spanning business development, marketing, and technology. Proficient in Agile methodologies, CRM solutions, and AI-driven tools, including leveraging AI to enhance and automate processes. Experienced in both private sector and NGO environments, with extensive exposure to local and GCC markets, consistently focusing on efficiency, revenue growth, and market expansion.

WORK EXPERIENCE

Programs & Operations Consultant

SE Factory | May 2025– Present

- Directed end-to-end program delivery across multiple bootcamps, training hundreds of students and ensuring on-time graduation through well-defined SOPs and workflows.
- Built and launched a cross-department Quality Management System (QMS) that standardized operations, raised compliance, and enabled continuous improvement.
- Restructured operations to tighten coordination between technical, outreach, and program teams, cutting turnaround time and improving accountability.
- Introduced data-driven program metrics and dashboards, giving leadership real-time visibility for reporting, donor updates, and strategic decisions.
- Guided budgeting and resource allocation to keep programs cost-efficient while sustaining high training quality and placement rates.
- Conducting internal audits and checkups, and ensuring the running of day-to-day activities for different departments

Senior Project Consultant / Product Owner of Haivo by B.O.T

Bridge Outsource Transform (B.O.T) | July 2018 – Present

- Directed 50+ large data and ML-training projects for clients such as ELM, HUMAIN, and Atlasai, managing up to 60 freelancers and generating over \$200K in annual revenue.

- Led an AI-enabled operations revamp (Haivo.ai product owner) that cut delivery time, reduced turnover, and doubled client revenues while maintaining ISO standards.(9001 & 27001)
- Reorganized team structure with clear KPIs, lowering project costs by 40 % and improving profitability.
- Expanded client base and grew key accounts through targeted project pitches.
- Rolled out a Training of Trainers program, upskilling 100+ team members and boosting delivery quality.

Research & Development Functional Lead

Hovi Digital Lab | Dec 2021 – Aug 2022

- Raised team productivity by introducing Agile workflows and defining clear KPIs/OKRs, improving delivery speed and accountability.
- Delivered market and competitor analyses that directly shaped new product strategies and business expansion plans.
- Strengthened customer acquisition and engagement, working with project managers to lift conversion rates and pipeline quality.
- Advised on client marketing strategies, translating research insights into actionable growth plans.

Business Development – Accounts & CRM Executive

MenaMotors | Jan 2017 – June 2018

- Deployed and optimized Salesforce CRM, automating lead management and shortening the sales cycle for faster conversions.
- Managed key accounts and B2B partnerships, strengthening global sales coordination and raising customer satisfaction.
- Redesigned sales channels and workflows, improving pipeline efficiency and driving measurable revenue growth.

Business Development Consultant & Account Manager

Nymcard – Nymgo S.A | May 2013 – Dec 2016

- Advanced rapidly from Customer Support Agent to Account Manager and then Business Development Consultant through consistent high performance.
- Drove market expansion across MENA and Southeast Asia, securing strategic partnerships and unlocking new revenue streams.
- Managed a portfolio of 300+ accounts in 20 countries, increasing client retention and account growth.
- Led and mentored a two-person team, improving sales execution and strengthening account management practices.

TRAINING & CERTIFICATIONS

- AI Automation Specialist (*Aug 2025*).
 - McKinsey Forward Program (*Jan 2025*).
 - Entrepreneurship Skill Building Training Bootcamp (*Feb 2024*).
 - Introduction to AI and Data Science – ZakaAI (*Mar 2023*).
 - Project Management Professional (PMP) - 6th Edition (*Mar 2021*).
 - Quality Management System (Internal Audit) ISO9001 – Apave (*Dec 2020*).
 - CITI Certification - Social and Behavioral Responsible Conduct of Research (*Nov 2020*).
 - Market Research & Field Data Collection – RPS Group (*Jan 2020*).
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TECHNICAL SKILLS

- **AI & Automation**
n8n workflow automation, prompt engineering, Python, used for data analysis, process automation, and AI-driven tasks.
 - **Project & Product Management**
Agile, Kanban, Waterfall delivery using Microsoft Teams, Wrike, Trello, ClickUp, Notion.
 - **CRM & Sales**
Salesforce, HubSpot, Odoo, and Zoho, implemented and optimized to improve lead tracking and conversion.
 - **Marketing & Analytics**
Ortto, Active Campaign, Google Analytics, Data Studio, Ads Managers, SEMrush, Canva, applied for campaign oversight and performance analysis.
 - **Other Tools**
Typeform, SurveyCTO, Bamboo, Lattice, streamline workflows and reporting.
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HOBBIES & INTERESTS

- **Extreme Sports:** Boxing, Hiking.
- **Creative Design & AI:** Photoshop, Illustrator, various media tools.