

# YOUSSEF OBEID

Digital Transformation | IT Operations | CRM/ERP | Automation | Customer Experience  
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## SUMMARY

Digital transformation and IT operations leader with 9+ years across healthcare, technology services, and multi-site customer operations. Deliver end-to-end CRM/ERP implementations, process automation, and performance improvements in multi-country environments. Zoho Authorized Partner; Microsoft certified (Dynamics 365 Business Central MB-800; Security, Compliance & Identity Fundamentals SC-900).

## CAREER HIGHLIGHTS

- Zoho Authorized Partner (USA/EMEA); generated \$83,170 total net revenue YTD through full-cycle CRM/automation projects.
- Drove +35% qualified leads through multi-channel acquisition (email, SMS, social outreach, web scraping, WABA) across GCC and USA markets.
- Reduced repair turnaround time by 20% and sustained 90–95% CSAT across Apple Authorized Service operations.
- Led secure cloud migration of patient data and coordinated vendor contracts and IT audits.

## CORE SKILLS

Program/Project Delivery: Requirements, process mapping, solution design, SDLC, Agile delivery, UAT, training, change management.

CRM/ERP & Analytics: Zoho ecosystem, Salesforce, Dynamics 365 Business Central, Power Platform, reporting/KPI dashboards (Power BI/Excel).

Operations: Customer care/service ops, warehouse/inventory, vendor management, audits/compliance, SOPs/knowledge management.

Security Fundamentals: IAM/access controls, audit readiness, secure cloud migration practices (SC-900 fundamentals).

## PROFESSIONAL EXPERIENCE

### Founder & Managing Partner — BindBots LLC (Zoho Authorized Partner)

Wyoming, USA (registered) | Global delivery | 2023 - Present

- Founded a Wyoming LLC and achieved Zoho Authorized Partner status across USA and EMEA; built a repeatable global delivery model.
- Lead end-to-end Zoho implementations: discovery, configuration/customization, automation/blueprints, integrations, data migration, training, and go-live support.
- Delivered transformation projects across USA/Europe/Canada/Australia focused on workflow efficiency, operational visibility, and scalable system design.
- Built B2B partnerships and pipeline; generated \$83,170 total net revenue YTD.

### Digital Transformation & Technology Consultant — Salem Group (Beycg.com) & DaherFoundation.org

Lebanon | 2025 - Present

- Deliver consulting and training programs to improve organizational digital capabilities and adoption.
- Develop structured curricula and assessments; advise leadership on IT modernization and go-to-market enablement.

### Manager, Digital Transformation & Operations — Healthcare B Line

Kuwait | 2023 - 2024

- Led transformation program using Agile delivery and automation to improve efficiency and reduce manual work.
- Executed secure cloud migration of patient data and legacy systems; aligned stakeholders on access controls and readiness.
- Directed cross-department operations (marketing, customer care, warehouse, inventory, finance) and performance reporting.
- Negotiated vendor contracts and oversaw IT audits to improve cost control and data security standards.

### Project Lead, Sales Strategy & Digital Marketing — GCC & USA Markets (Consulting Projects)

Lebanon | 2022 - 2023

- Executed multi-channel acquisition using web crawlers, email, SMS, targeted social outreach, and WhatsApp Business API (WABA).
- Improved funnel performance: +35% qualified leads and higher engagement across GCC and USA campaigns.

### **Service Center Manager — ABMCARE (Apple Authorized Service Provider)**

Middle East (multi-site) | 2018 - 2021

- Led audits across Cairo, Beirut, and Qatar; ensured compliance with Apple operational and quality standards.
- Managed GSX workflow migration to Salesforce while maintaining data integrity and access security.
- Directed launch of an Apple Authorized Service Center in Egypt and coached teams to sustain 90%+ CSAT.
- Reduced repair turnaround time by 20% through process optimization and automation.

### **Earlier Experience — ABMCARE (Service Operations Supervisor) | Interlink (Service Technician)**

Lebanon & Dubai | 2015 - 2018

- Standardized service workflows, managed quality control, and coached teams to achieve up to 95% CSAT (ABMCARE).
- Repaired and troubleshooted Apple devices; strengthened quality through structured documentation and follow-up (Interlink).

### **Leadership — Vice President (Board Member), Mounit Ayam Zaman Cooperative (Food Processing)**

Zahle, Lebanon | 2021 - Present

- Support governance and advise on operational improvements, reporting, and grant-funded growth planning (KPIs/workplans).

### **EDUCATION**

- Business Administration (Marketing & Organizational Management), 2021
- Superior Technician Diploma, Systems & Networks, 2014

### **CERTIFICATIONS**

- Microsoft Certified: Dynamics 365 Business Central Functional Consultant Associate (MB-800), 2025
- Microsoft Certified: Security, Compliance & Identity Fundamentals (SC-900), 2025
- Google Digital Marketing & E-commerce Professional Certificate, 2025
- Cisco Certified Network Associate (CCNA) - Networking & Security
- Apple Certified Administrator (Service Fundamentals; iOS/macOS)
- Zoho Authorized Partner (USA & EMEA Regions) | Introduction to Data Science (SkillUp by Simplilearn), 2024

### **LANGUAGES & TOOLS**

Arabic (Fluent) | English (Fluent) | French (Conversational) || Zoho, Salesforce, Dynamics 365 Business Central, Power Apps/Automate, Power BI, Excel, SQL, Linux, Bash, WordPress, Octoparse, SEO, WABA.