



SHIRLEY SHOUCAIR

Marketing, HR & Logistics

Executive professional with strong expertise across Marketing, Logistics, and Human Resources, driving brand growth, operational efficiency, and organizational development. Proven track record in leading multi-channel marketing strategies, optimizing warehouse operations, and managing full-spectrum HR functions. Skilled in aligning people, processes, and performance to support sustainable business results.

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- Ashrafieh - Beirut

Education

BA Hotel Management

Notre Dame University
1998 - 1999

Maitrise Business Administration

Saint Joseph University
1995 - 1996

skills

- Sales Strategies
- Negotiation Skills
- Problem-Solving
- Time Management
- Presentation Skills
- Networking
- Market Research

Professional Experience

- Nov. 2022 - Dec. 2025** **Community Employment Program Manager**
World Patriarchal Maronite Foundation
 - Screened and interviewed candidates for employment programs
 - Coordinated and implemented TVET training cycles, ensuring alignment with donor requirements.
 - Developed operational Plans, schedules and session frameworks
- March 2022 - June 2022** **Office Secretary (Temporary Mission)**
EU - Election Observation Mission
 - Coordinated administrative and logistical needs of the mission.
 - Managed the Chief Observer's agenda, meetings, and outreach.
 - Coordinated with political parties, officials, and security units.
- July 2021 - Dec. 2021** **Executive Manager**
Agreen
 - Execute and enforce quality assurance practices in preparation for ISO certification
 - Collaborate with manufacturers on the implementation of ISO Standards
 - Liaise with different departments and establish departmental standard operating procedures
- May 2020 - June 2021** **Executive Manager**
Beirutopia
 - Coordinated the development of NGO branding and communication materials
 - Oversaw procurement and organizational expenditures, ensuring compliance and cost efficiency.
 - Led and monitored social relief projects post-blast, ensuring timely and effective implementation.

Language

- Arabic Native
- English Excellent
- French Excellent
- Spanish Good

Professional Experience

Jan. 2016 -
Mar. 2020

Deputy General Manager

Beirutiyat

- Set and monitored departmental budgets, ensuring efficient allocation of resources.
- Liaised with the legal department to prepare customized contracts for vendors and media partners.
- Trained event staff and provided action plans to ensure smooth operational performance.

March 2015
- Dec. 2015

Free Lance HR Consultant

- Delivered recruitment, HR structuring, job descriptions, and procedural improvements for each company

Jan. 2009 -
Feb. 2015

Brand & Quality Assurance Manager

Dima Marketing

Brand Management

- Supported and reinforced the overall brand vision, identity, and market positioning across all sales channels, ensuring full alignment with long-term brand objectives.
- Contributed to the development of the brand strategy, including portfolio planning, product positioning, and commercial priorities.
- Prepared annual sales forecasts for the wine portfolio covering On-Trade, Off-Trade, Horeca, and wine boutique channels
- Developed and executed the pricing strategy for the entire portfolio.
- Collaborated closely with advertising agencies to produce marketing materials, including packaging concepts, brochures etc.
- Delivered comprehensive product training programs to sales teams across all channels to enhance product knowledge, selling techniques, and customer engagement.
- Conducted professional wine-tasting sessions for the Horeca sector.
- Established and monitored the annual marketing budget, ensuring effective allocation of resources across all target markets and campaigns.
- Oversaw and processed orders for all channels (On-Trade, Off-Trade, Horeca), ensuring product availability, correct forecasting, and timely delivery.
- Prepared monthly and annual sales reports to assess channel performance.
- Actively managed the sales cycle for all trade sectors
- Directed the opening of two wine boutiques (Vineyards and Etienne Nicolas), including store setup, merchandising etc.
- Managed all wine and spirits procurement for the boutique, including stock selection, supplier communication, and inventory planning.
- Implemented merchandising planograms in compliance with the company's branding and visual guidelines.
- Oversaw sales to key private and corporate accounts, including banks, insurance companies, and corporate clients, offering tailored recommendations and product selections.

Professional Experience

Jan. 2009 - Quality Assurance Manager

Feb. 2015

- Restructured and optimized the warehouse infrastructure to meet ISO 9001 and ISO 22000 requirements.
- Developed the complete Warehouse Operations Manual, accompanied by detailed SOPs and checklists covering:
 - Pallet usage and inspection procedures
 - Container loading and unloading protocols
 - Forklift operation guidelines and safety checklists
 - Temperature control monitoring procedures
 - Cleaning schedules, sanitation cycles, and hygiene checklists
 - Pest control strategy, mapping, and monitoring
 - Product zoning, segregation, and traceability
 - Loading/unloading bay operations and controls
 - Procedures for handling expired products, crisis management, and product recalls
 - Batch tracking systems to ensure full traceability across all product lines
- Managed the company's fleet of vehicles, overseeing maintenance schedules, repair cycles, and yearly compliance checks.
- Conducted thorough follow-up on laboratory testing for dairy products to ensure compliance with food safety and quality standards.
- Collaborated with dairy suppliers and production facilities to implement best manufacturing practices related to hygiene, safety, and regulatory compliance.
- Ensured seamless coordination between quality assurance, logistics, production teams, and suppliers

Dec. 2005 -

Dec. 2008

Human Resource Manager

Kallassi Group

- Led the restructuring of the organization by designing and implementing an updated group-wide organizational chart
- Implemented a decentralized operational model across all group entities to improve efficiency and accountability
- Developed job descriptions and role frameworks for all group entities, including Burger King, Applebee's, Arla Kallassi, Kallassi Trading, and Danika
- Managed the end-to-end recruitment process, including candidate selection, interviewing, and onboarding
- Ensured full labor law compliance, including employee enrollment in NFSS, registration of internal regulations with relevant authorities, and coordination with health inspectors to ensure hygiene compliance
- Designed and proposed a new salary scale aligned with market benchmarks and internal equity
- Led the implementation of an Oracle-based HRIS, including system configuration and rollout
- Trained HR and personnel staff on the new HRIS system, ensuring smooth adoption and data accuracy
- Developed and standardized HR forms, policies, and procedures for Applebee's Restaurant operations
- Managed and generated monthly payroll for Applebee's employees, ensuring accuracy and compliance

Professional Experience

Mar. 2005 - Senior Recruiting Officer

Aug. 2005

Admic

- Screened, selected, interviewed, and recruited candidates across multiple roles
- Handled all recruitment-related documentation and personnel filing
- Created and updated job descriptions aligned with organizational needs
- Developed and implemented new hiring and recruitment procedures to streamline the selection process

July 1999 - Human Resource Controller

Mar. 2005

Lebanon Fast Food

- Selected, interviewed, and recruited employees across crew and management levels
- Implemented performance evaluation systems for both crew and management
- Applied and managed compensation policies and programs for crew and management
- Led store people programs, including communications, policies, engagement, and motivation initiatives
- Executed strategic HR planning, including workforce planning, career development, and succession planning
- Handled NFSS enrollment and insurance cases, ensuring full compliance
- Managed personnel files, compensation, and benefits administration
- Generated and processed monthly payroll accurately and on time
- Issued purchase orders for uniforms and incentive gifts
- Managed uniform inventory and stock control
- Led the launch of the Home Delivery Program, including bike procurement, uniforms, and delivery accessories

Trainings

- 18/1/2000 – 1/3/2000

Human Resources at Saint Joseph University

- 22/4/2000 – 27/4/2001

McDonald's "Basic HR Course" – Hungary

- 3/3/2002 – 8/3/2002

McDonald's "Intermediate HR Course" – Hong Kong

- March 2009

Basic Wine Training – Bordeaux

- April 2013

Nespresso Quality Control Training – UAE

- 2/2/2021 – 14/3/2021

Winning with Women (Part 1)– Women inclusion in Public Administrations

- 27/11/2021 – 25/2/2022

Winning with Women (Part 2)– Women inclusion in Public Administrations