

Aline Gebran

aline.gebran@gmail.com

+961 70 133 357

www.linkedin.com/in/a-gebran

Professional Experience

The Unicorn (Diagnostic & Surgical Health MedTech) – Full-time
Operations Manager – Full-time
Beirut, Lebanon
02/2026 – present

- Oversee & coordinate all cross-functional: Sales, Logistics, Supply Chain, Marketing, Regulatory, & Accounting
- Work quarterly with senior management to support business growth & manage supplier relationships
- Lead monthly all teams to growth, optimize for efficiency, & manage digital initiatives including website & LinkedIn

Growth Manager – Full-time Hybrid
Lebanon, KSA, Iraq
User Acquisition | Innovative patient-centered solutions | Revenue Growth | Technology | Digitization | Digitalization
Set strategy for 2025 | Product Development with developers, marketing, & sales
Testing | HIS | EMR | Conversion Rate | App Design UX/UI | API Integration | Patient Journey Map | Workflow
01/2025 – 01/2026

Digital Marketing Strategist – Self-employed
Beirut, Lebanon
Paid Ads Manager | Social Media Strategy | Innovator
04/2023 – present
Growth Hacking | Content Creation | SEO | Creative Design & Animation | Advertising
Google Ads, Google Analytics, Google Trends, Meta Facebook Ads Manager, Omni-channels, Automation

SIGMAMED
Beirut, Lebanon
Marketing Project Manager - Remote
10/2020 – 07/2024

- Ensure compliance to protocols & guidelines with the general manager
- Track data reports on projects implementation & assist in developing company strategy: timely completion
- Coordinate with event organizers to participate at international conventions
- Lead project management as a business catalyst under the code of ethics & business conduct: zero tolerance
- Communicate with cross-functions & departments to align business operations

Regulatory Affairs Manager
08/2019 – 09/2020

- Correspond with the Order of Pharmacists and Order of Physicians in Lebanon
- Responsible for working with regulatory agencies to ensure compliance with local and international regulations
- Submit complete files and receive approvals for registration from the Lebanese Ministry of Public Health
- Collaborate with cross-functional teams, such as clinical, quality, & research & development, to ensure regulatory requirements are met
- Employ my PM skills & personal experience in pharmacovigilance and pharmaceutical quality management
- Follow-up on logistics, inspect, and supervise the received imported products with shipping bureau & airport customs

ABBOTT LABORATORIES
Beirut, Lebanon
Senior Medical Representative
10/2011 – 07/2019

- **Abbott Innovator:** out of 33, assist in insights quarterly every year from 2013 till 2019
- Focus on growth: Sales analysis, targeting & segmentation, market analysis, monitoring & evaluation
- Report on pharmacovigilance and follow-up on ethical image of the medical company
- Develop strategy per territory and per customers (sales achieved: 87 to 93 %; forecast and plan)
- Build and position brand: product development & marketing
- Monitor KPI and Salesforce & CRM data reports (maintained score more than 90 to 95%)
- Launch gastro and women/health products, then dyslipidemia for Cardio line
- Follow-up as Market Access on the tenders with the Central Military Hospital
- Achieve 62% increase in my area in market share in 2014
- Sales Achievement Award in 2011

SOLVAY PHARMACEUTICALS
Sin El Fil, Lebanon
Medical Representative
02/2010 – 09/2011

- Grow 5% sales & 12% market share, market analysis, targeting & segmentation, conventions, conferences, speakers and events

Private Pharmacy:
Zouk, Lebanon
Chief Pharmacist Manager
01/2009 – 01/2010

Projects Accomplished

Senior Consultant to the Honorary President of BNO Association - Volunteer
Beirut, Lebanon
Fundraising | Communication | Project Management | Strategy | Healthcare | Pharmaceutical
09/2023 – present

Resecurity - Contract
Dubai, UAE
Marketing Consultant – Arabic Business Catalyst and Enabler for Cybersecurity
1/2022 – 3/2022
Trilingual marketing – collaborating with & assisting the sales manager, pre-sales team, developers & engineers

ORDER OF MALTA LEBANON - Contract
Achrafieh, Lebanon
QUALITY CONTROL Pharmacist / FIELD PHARMACY COORDINATOR
5/2021 – 7/2021
Supervise the Pfizer BioNTech vaccine operation in process at Amchit site center, Lebanon

- Develop plan & participate in partner visits in the project's region of implementation at 6 healthcare centers
- Provide feedback on the quarterly M&E goals and outputs for reporting purposes
- Analyze data for monitoring and evaluation overall activities in project locations and report the achievements of results
- Control daily drug administration, ensure that it is in line with prescriptions, & maintain the quarterly stock quantity
- Identify discrepancies and raise awareness of assistant pharmacists on issues and solutions
- Identify pharmacy assistants' training needs and provide trainings based on requests
- Participate in the development of Standard Operating Procedures (SOPs)
- Coordinate implementing daily operational aspects of all issues related to the project with assistant pharmacists
- Audit the compliance of the centers' pharmacies quarterly with the SOP's and other implemented programs and protocols
- Maintain monthly drug inventory , quality of medications, storage conditions, distribution with respect to First Expired First Out

Educational Background

Executive Master of Business Administration, LAU Adnan Kassar School of Business – State of New York, 2024 – 2026

Meta Certified Digital Marketing Associate, Talentdu x LAU Marketing Club, Jan. – Feb. 2026

Social Media & Digital Marketing, July 2024 (His Beatitude Patriarch Cardinal Bechara Boutros Al-Rahi, with CMA CGM Jacques Saade) World Patriarchal Maronite Foundation for Integral Development, (WPF, Bkerki) – Beirut, Lebanon

B.S. in PHARMACY, D Pharm, 2002- 2008, Lebanese American University (LAU) – Byblos, Lebanon

Technical skills: Project Management, Agentic AI, Sustainability & ESG

Languages: Fluent, written and spoken, in **English, Arabic, & French**

Computer Skills: Full knowledge of **CRM, Salesforce, ERP, Socrate, Agile, Microsoft Suite**

Soft Skills: **Managerial Negotiations, Innovation, Strategic Thinking**

Certifications and trainings

- **Elements of AI for Business, Google.org x University of Helsinki x Village Capital x MinnaLearn** by Kanz Jan. 5, 2026
- **TRACE International: ESG, Anti-Corruption, Anti-Bribery, Compliance for Shipping & Logistics & Sub-agents & Distributors** June 2025
- **Future Forward: AI in Action, LAU School of Business - IT & Operations Management Department** April 17, 2025
- **AI for Executives, LAU Academy of Continuous Education**
- **EY Climate Ideation Clinic: Accelerating Environmental Sustainability – EY MENA x AIESEC** April 10, 2025
- **Writing a Winning Policy Brief, Center for Policy Action (CePA) in collaboration with AKSOB, SOAS, & GSR** Feb. 20, 2025
- **AI in Digital Marketing, LAU Academy of Continuous Education (ACE) in collaboration with Talentdu** Feb. 8, 2025
- **Introduction to Generative AI, Google Cloud x Coursera** Feb. 21, 2024
- **OSCAR Vol 3.0, Royal College of Physicians, United Kingdom** Nov. 3 – 4, 2023
- **Smart Shield: Protecting Information in the Digital Age, Cybersecurity Certificate, LAU ACE** Oct. 2023
- **Entrepreneurship Foundations, LinkedIn Learning** March 2023
- **Project Management Foundations, Project Management Institute (PMI)** March 2023
- **Critical Thinking for Self-Development** Feb. 2021
- **Team Coaching Accelerator: Advance to the Leading Edge of Team Coaching and Team Leadership** March 2, 2020
- **eConsent Guide: Remote Approach to Customers** Jan. 2019
- **Code of Business Conduct / Code of Ethics & Compliance Training** May, 2015 - 2019
- **Positive Communication Training, senior level by EPD Training Academy (Abbott)** April 3 - 4, 2019
- **Negotiation Skills, 2018 – 2019**
- **DUPHAT 2019, Dubai International Pharmaceuticals & Technologies Conference and Exhibition** Feb. 26 – 28, 2019
- **Active Listening Skills for Professionals, 2018**
- **The Golden Rules of Listening, 2018**
- **Understanding Segmentation and Targeting, 2018**
- **Personal Training Certificate** July 7, 2017
- **Pharmacovigilance Training** Jan. 2012 – 2017
- **Synergize by tLEX, Transformational Leadership for Excellence** Nov. 1, 2017
- **Expert Solutions in Gastroenterology – Abbott Gastro Summit** April 28-29, 2017
- **Launch Excellence, by EPD Training Academy of Abbott Laboratories** March 27, 2017

Activities: member at LAU Entrepreneurship Club (2025 – 2026) & member at LAU Marketing Club (2025 – 2026)

Sports: gym training, cycling, walking, tennis, half-marathon runner (2017, 2018)