

Curriculum Vitae

Roula Bou Assi Farah

HR & Consultant & Management

Office: Faculty of Pharmacy, Lebanese University
Hadath Campus

(05463652) roula.bouassi@ul.edu.lb

Home: Naccahe, main street near Moukarzel Pharmacy

(03547329) roulabouassi@gmail.com

EXECUTIVE SUMMARY:

Accomplished HR Lead, Business Consultant, Sales & Marketing, Training and Project Management, with over 20 years of experience in strategic management, human resources management, resource allocation, talent acquisition and business development. Proven ability to lead cross-functional teams and align staffing needs with business goals.

Teaching experience at the Faculty of Pharmacy at the Lebanese University, supporting the program reform toward a patient centered pharmaceutical care approach, strategic planning and establishing a quality system to enable the accreditation project.

Lecturer at the Pharmacy faculty tailoring the management courses to the Pharmacy practice and professional needs of the pharmacy students.

Previous Sales & Marketing and HR managerial experience in a leading Pharmaceutical company, including business planning, business reengineering, recruitment & selection, training of senior leaders and middle managers, performance management, merger & acquisition project, employee relation management, policies & procedures, career management, compensation & benefit. Demonstrated competencies in Project Management, cost containment strategies, risk management and strategic partnership.

EDUCATION:

Master in Business Administration (2016), Business School of La Sagesse University

Specialization: Public Administration

Ranked 1st runner GPA: 3.94/4

Dr in Pharmacy (Doctorat d'exercice), Université Saint Joseph (2001)

Associate Diploma in digital Marketing, LAU (in progress)

FORMATION:

Brand Therapeutics (2020)

Strategic Marketing Planning and Execution (2018)

Cornerstone of Management from Pfizer global training (2011)

SPHR courses from Milestones (2008)

Many other training from reputable companies in emotional intelligence, communication, team building, decision making, personal selling, budgeting, finance for non-finance managers etc

PROFESSIONAL EXPERIENCE:

-HR Lead & Business Consultant at Omicron Pharmaceuticals (2017 till December 2024) Lebanon & Dubai

Omicron Pharmaceuticals

Resource Allocation & Strategic Planning:

- Led HR resource planning and allocation for a corporate group supporting multiple business units, ensuring optimal deployment of staff across various projects.
- Developed and implemented HR strategic plans and policies to align resources with business goals, employee preferences, and career development needs.
- Managed resource deployment cycles, ensuring smooth transitions between projects and minimizing downtime through strategic workforce planning.
- **Staffing & Utilization:**
 - Coordinated with department heads to understand project-specific requirements and matched staff to roles based on skills, aspirations, and development needs, improving utilization rates.
 - Analyzed workforce needs, forecasted resource demand, and managed staffing levels to avoid overutilization while ensuring project demands were met.
 - Led professional development initiatives to align with business staffing strategies and enhance employee growth within the organization.
- **Conflict Resolution & Stakeholder Engagement:**
 - Acted as a liaison between employees and senior management, addressing and resolving staffing conflicts and ensuring alignment with business objectives.
 - Regularly communicated with senior leadership and key stakeholders on resource allocation and staffing strategies, driving business outcomes through efficient workforce management.
- **Data Analysis & Reporting:**

- Oversaw the creation of detailed HR and staffing reports, tracking resource allocation, utilization rates, and project performance to identify trends and optimize resource use.
- Utilized data-driven insights to forecast staffing needs, address potential gaps, and ensure workforce agility.
- **Leadership & Mentorship:**
 - Led, mentored, and developed the HR team, enhancing their ability to support business units effectively and ensuring smooth workforce operations across all departments.

Business Consultant

Omicron Pharmaceuticals & Other Business Units

- **Business & Sales Strategy:**
 - Analyzed business performance, identified gaps, and developed improvement plans to enhance operational efficiency.
 - Built and executed marketing and sales strategies, driving business expansion in the MENA region through market analysis and customer engagement.
 - Trained key customers on management strategies, improving business processes and outcomes.

-Lecturer at the Faculty of Pharmacy at the Lebanese University since end of 2012 till present

Part of the teaching body at the Faculty of Pharmacy, participated to redesign the curriculum to embrace the transformation of the Pharmacists competencies framework toward 7 stars. Based on the new curriculum and the student learning approach we have adopted; the faculty of pharmacy was granted to European accreditation and advanced in the worldwide classification of higher education. I am the MBA program coordinator responsible of managing the master from the educational and administration perspectives. We are known to have the most successful program among the health faculties. Our students' employability and satisfaction rates are always exceeding the industry standards.

Courses in the master program:

Pharmaceutical MBA

-Entrepreneurship: multidisciplinary course combining strategic management to accounting, finance, business law, leadership, business communication. Students will acquire many skills from building a strong feasibility study till starting the new venture.

-Advanced Business Management: integrative course that introduces the key concepts, tools, and principles of strategy formulation, implementation and evaluation.

Part of the course tackles the critical question why some firms are more profitable and sustainable than others? as well as the transformation of the Pharma business.

The course also takes a *general management* perspective, highlighting the critical roles of managers in the success of the business by viewing the firm holistically and over the long term and examining how strategies are integrated under different functions and levels of the business.

-Advanced Human Resource Strategies: This course presents the strategic human resource functions from both a general manager and HR perspective. Topics mainly include hiring, firing, managing performance, career development, and global HR issues.

-Organisational Behaviour: the course studies the relation between different levels inside the organisation and their dynamics that impact the work outcomes.

M2 Industrial Pharmacy

-Operation Management and Project Management: The course introduces the cycle and phases of a project. It provides the students with basic skills to build project charter, scope statement, WBS, Pert/ Gant charts, network diagrams.

Thesis tutoring

Directing thesis in different management focus such as Organisational Behaviour, strategic management, entrepreneurship, and quality management. Outcomes of thesis tutoring: Students exceeding expectations in results, publications under progress, students' satisfaction.

Courses in the LMD program:

-Coaching (2nd year of Pharmacy studies): new trends in the pharmaceutical care the concordance approach. GROW technique tailored to the pharmaceutical counseling. Students will learn basic communication skills as well as decision making. Preparation to the simulation lab planned in the fourth year.

-Management applied to the Pharmacy Practice (4th year of Pharmacy studies): basic accounting skills, financial ratios, inventory management, supply chain and merchandising.

-Introduction to marketing (3rd year of Pharmacy studies): basic marketing skills (Segmentation, targeting and position), personal selling approach, and basic selling skills.

Seminars

Roll out and participation in seminars to enhance continuous education:

-Interviewing skills: For the teaching and administrative department of the Pharmacy Faculty at UL

-Building effective CV: students of Health faculty at UL

-Neuro Linguistic Programming: part of the Diplome d'Université for public HCP in partnership with private pharmaceutical company

-Speaker at the Order of Pharmacist annual congress on business communication and selection techniques (2016)

-Speaker for the Lebanese Pharmacy Students Association (LPSA) in workshop and congress

-Human Resources Lead at LFDCA center for quality (2016)

Responsible of all the HR activities and functions inside the Lebanese Food, Drug and Chemicals administration center. The center is part of the Lebanese University ensuring quality and safety of products on the Lebanese market, in partnership with the public sector.

-Previous Professional Experience in Pfizer Pharmaceuticals (2001-2012)- Levant Region

HR experience (2008-2012):

Held different positions in HR until the latest appointment as HR regional manager for Levant:

Reporting to the regional HR Director, and partnering with Levant Country Manager, assumed a strategic HR role as strategic business partner, including working with senior management to drive business performance.

Strategic planning: analysis of existing business model and support Levant to move from Sales organization to cross functional model, recruitment of senior positions, build Levant structure (new roles creation), preparation of operating plan, budgeting, participation in business reviews, up skilling managers (training managers on interviewing skills, coaching, courageous conversation, communication, performance management), create new job positions and job descriptions. HR contact with BCG during Wyeth acquisition, conducted extensive analysis on business efficiency and effectiveness (touch meetings, knowledge transfer, business roadmap), update policies and

procedures. Project Manager for Syria business transition toward outsourcing. Centre of excellent for risk management (shadow planner program expert).

Organization resourcing: create new recruitment/ on boarding process (training managers to conduct assessment centers, creation of on/ off- boarding kit), manpower planning, resources allocation with continuous improvement, preparation of payroll, budgeting process, participation in salary surveys, maintain employee benefits program and assessing benefits needs and trends, obtaining and evaluating benefit contract bids, counseling/coaching sales managers on candidate selection

Performance Management: Ensure planning, monitoring, and appraisal of employees work results by training managers to conduct fair and scientific assessment of skills and competencies, support managers to use accurately the related soft programs, establishing the MBO system across Levant, analysis of field force effectiveness reports

Organizational effectiveness: ensure compliance with Pfizer systems/ processes, compliance investigation, manage employees' relation issues and grievance, conducting management conferences with employees, Internal audit on HR processes, managing the balance scorecard system

Employees' engagement: creation of new bonus system, creation of new policies, implementation of new compensation & benefits scheme

Talent Organization Capabilities: create new career path for sales, talent management, implement sales managers development centers based on Pfizer core competencies and learning agility model, build Individual development plan for each employees across functions and levels

Partnership: build strong business relation with different internal and external stakeholders (service providers, distributors, regional management and senior leaders), consultancy services (manager effectiveness index, organization climate, engagement surveys).

Training:

Conducted trainings in Levant region tailored to business needs:

- Assessment centers for recruitment
- Performance management for Sales Managers
- Sales Managers development centers in Africa & Middle East part of career management
- Advanced communication for middle managers
- Coaching techniques
- Interviewing techniques

- Change Management
- Learning agility
- Decision making
- Innovation
- Negotiation techniques
- Stress & time management
- Talent planning

Sales & Marketing experience (2001-2008)

Various positions in sales: promoting Pfizer products to HCP, update HCP with recent trials and Medical information, speaker in AV activities, market analysis, business plan, follow up on sales to meet business targets and strategies, organizing Sc. Meetings related to Pfizer products, coaching newly recruited team members during on boarding process (selling skills, pharmacology, pharmacokinetics), sales trend analysis, market dynamics, coordination with marketing and medical team, designing and conducting educational health programs for HCP and community.

Membership

Lebanese Order of Pharmacists
Alumni Saint Joseph University
LAPS for quality in education

Publications

Health-related quality of life of medical students during the COVID-19 pandemic: a cross-sectional study in Lebanon (Sage Journals, 2023)
Evaluation of the effectiveness of continuing professional development in the pharmaceutical workplace: a cross-sectional study in Lebanon (BAU journal, 2021)

Additional Competencies

Proficiency in computer skills (Word, Excel, Power point, SPSS)
Languages (Arabic, French, and English)
Public Speaking & Presentation skills
Communication skills (training Emotional Intelligence, Seven habits, Social Styles)
Work in cross functional teams
Management skills (decision making, strategic thinking, change management, ability to lead, performance management, etc)