

Mazen Eid

Head of Affluent Segment - Wealth Management | Retail Banking Leader

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Summary

Senior banking professional with 18+ years of experience in wealth management and retail banking, specializing in client portfolio growth, strategic leadership, and operational excellence. Proven ability to lead high-performing teams, manage large client portfolios, and drive revenue growth through tailored financial solutions and client acquisition strategies. Experienced in process improvement, project management, and retail banking operations, with a strong focus on delivering sustainable business growth and exceptional client relationships. In the long term, I aim to contribute to corporate training in the financial sector by sharing practical expertise in wealth management, leadership, and banking strategy.

Experience

Preferred Segment Unit Head – Wealth Management – June 2020 to September 2025

Gulf Bank, Kuwait

- Oversaw the strategic management of the Preferred Banking segment, guiding a team of 20 Relationship Managers responsible for a KWD 150 million client portfolio.
- Drove leadership development initiatives, strengthening relationship managers’ advisory capabilities and sales effectiveness.
- Led segment planning and strategic execution, ensuring the successful delivery of business objectives, portfolio growth targets, and client relationship development programs.
- Expanded the segment’s customer base to over 15,000 clients, delivering 15% year-over-year portfolio growth through targeted client acquisition.
- Strengthened segment revenue performance, achieving 12% annual profitability growth by enhancing portfolio management strategies.
- Managed team performance through structured sales programs and strategic initiatives, aligning Relationship Managers with quarterly targets, project milestones, and segment growth objectives.
- Enhanced client engagement frameworks and service delivery standards, contributing to stronger retention rates and long-term client relationships.
- Led segment planning and strategic execution, ensuring the successful delivery of business objectives, portfolio growth targets, and client relationship development programs.

Branch Banking Unit Head – Support Services – May 2013 to January 2024

Gulf Bank, Kuwait

- Directed the Branch Banking Administrative Support Unit, providing operational and administrative coordination for 53 branches across the bank’s retail network.
- Supervised the resolution of audit observations and risk findings, ensuring timely closure of compliance matters and addressing Central Bank of Kuwait regulatory complaints.
- Evaluated branch sales performance indicators, introducing corrective strategies and targeted coaching programs to improve productivity among underperforming teams.
- Facilitated staff development initiatives, partnering with the Learning & Development team to deliver training programs for branch sales and operations personnel.
- Formulated and distributed performance targets and financial budgets across branches and regional sales teams to support the bank’s retail banking growth strategy.

Process Improvement Manager – April 2011 to May 2013

Gulf Bank, Kuwait

- Played a key role within the Process Improvement Office (PIO), which was responsible for leading bank-wide initiatives aimed at optimizing internal processes.
- Contributed to the “GB Promise” transformation campaign (2011), focusing on critical customer-facing areas such as branch queuing systems and card delivery processes.
- Conducted detailed operational analyses to identify process gaps, define project requirements, and establish measurable success metrics that supported effective project execution.
- Successfully reduced branch customer waiting time by 80%, achieving the bank’s target benchmark of a maximum 10-minute queue time, through workflow redesign.
- Tracked project milestones and monitored implementation progress, proactively identifying challenges and recommending corrective actions.

Priority Banking Manager – October 2008 to April 2011

Gulf Bank, Kuwait

- Managed and developed a high-value client portfolio of 280 Priority Banking customers, each maintaining balances exceeding KWD 50,000.
- Identified cross-selling opportunities and introduced tailored banking and investment solutions aligned with clients’ financial goals, contributing to portfolio expansion.
- Diversified the portfolio by 25% through strategic introduction of curated investment products designed to match individual risk profiles.
- Delivered personalized advisory services while maintaining high levels of customer satisfaction, addressing client concerns promptly.

Senior Relationship Officer – August 2007 to October 2008

Gulf Bank, Kuwait

- Managed client relationships within the branch, delivering personalized financial solutions designed to meet customer needs and support deposit growth.
- Contributed to the expansion of the branch deposit portfolio by 15% through the promotion of tailored banking products and proactive client engagement.
- Consistently exceeded branch sales targets, achieving over 100% of assigned goals through effective relationship management and cross-selling strategies.

Relationship Officer – January 2006 to August 2007

Gulf Bank, Kuwait

- Delivered personalized banking services and financial solutions to branch clients, strengthening customer relationships and enhancing overall service experience.
- Improved customer satisfaction levels by 15% by providing tailored banking products and responsive client support.
- Consistently surpassed assigned branch sales targets, achieving over 100% of performance objectives through proactive client engagement.

Education

Master of Business Administration (MBA), Business Administration – January 2021 to January 2023

American University of Beirut (AUB), Beirut, Lebanon

Bachelor’s degree in management & marketing – January 1996 to January 2000

Lebanese University, Lebanon

Certificates & Courses

- Data-Driven Prospecting for Business Development – LinkedIn
- AI for Everyone, Master the Basics – edX
- Islamic Banking Transformation – Kuwait Institute of Banking Studies (KIBS)
- Leadership – Coursera
- Certification in sustainability in Islamic Finance – General Council Islamic Banks & Financial Institutions (CIBAFI)
- Gen AI for Business Leaders – Coursera
- Generative AI for Executives and Business Leaders – IBM
- Stepping Up: Preparing Yourself for Leadership – Coursera
- Project Management Professional (PMP) – EDARA Group
- Fundamentals of Financial Services – The Chartered Institute for Securities & Investment (CISI)

Honors & Awards

- **MBA Citizenship Award – 2024**
- **Beta Gamma Sigma Honor – 2024**
- **Investment Sales Award – 2022**
- **Star Award – 2019**
- **Star Award – 2011**
- **Star Award – 2007**

Skills & Expertise

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| <ul style="list-style-type: none">• Investment Advisory & Wealth Solutions• Customer Experience & Client Retention Strategies• Wealth & Project Management• Banking CRM Systems• Cross-Selling & Financial Product Optimization• Sales Leadership & Revenue Growth Strategies• Retail Banking Strategy• Data-Driven Decision Making• Executive Stakeholder Management | <ul style="list-style-type: none">• Business Process Reengineering• Financial Planning• Investment Advisory & Wealth Solutions• Strategic Planning & Business Development• Leadership Development & Corporate Training• Portfolio Growth & Client Acquisition Strategies• Decision-Making• Project Planning & Execution• Client Advisory & Relationship Building |
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Languages

Arabic: Native | **English:** Proficient