

Experienced Head of Customer Relationship successfully transitioning to an HR Business Partner role. Proven track record in elevating customer satisfaction and optimizing team performance. Now applying strategic thinking and strong interpersonal skills to drive success in human resources. Committed to aligning business objectives with talent management and fostering an inclusive workplace culture. Eager to contribute a unique blend of customer service leadership and HR expertise to propel organizational growth.

Work Experience

Banque Libano-Française SAL

Feb 2011 to Present

Human Resources Business Partner (Beirut, Lebanon)

Aug 2022 – Present

- ▶ Collaborate with senior management to understand the Bank's long-term goals and develop HR strategies to support these objectives.
- ▶ Manage employee relations issues, including conflict resolution, disciplinary actions, and investigations, to ensure a positive work environment and adherence to Bank policies and legal regulations.
- ▶ Oversee the recruitment and selection process, as well as developing strategies for attracting and retaining top talent. Create job descriptions, conduct interviews, and implement onboarding programs.
- ▶ Develop and implement performance management processes, including goal setting, performance evaluations, and feedback mechanisms, to drive employee performance and development.
- ▶ Identify training needs within the Bank and develop programs to enhance employee skills and knowledge.
- ▶ Act as a trusted advisor to business leaders by providing HR expertise and guidance on people-related issues and initiatives.
- ▶ Conduct exit interviews with employees who are leaving the Bank voluntarily to gather feedback on their reasons for leaving, their overall experience, and any suggestions for improvement. Analyze exit interview data to identify trends and areas for organizational improvement and provide insights to management based on exit interview findings to help improve employee retention and satisfaction.

Head of Customer Relationship (Beirut, Lebanon)

Apr 2014 – July 2022

- ▶ Acquire and manage relationships with key customers while growing business based on market understanding.
- ▶ Manage the sales development of the branch and its services with defined targets respectively.
- ▶ Handle operational risk and observe relevant policies, guidelines and compliance requirements.
- ▶ Provide coaching, ensure team has necessary operation and technical skills to meet service standards and sales goals.
- ▶ Perform evaluation and loan approvals for retail clients.
- ▶ Ensure business continuity in times of crisis leveraging on strong interpersonal client relationships and servicing.
- ▶ Develop and implement a comprehensive customer relationship strategy aligned with the Bank's goals and objectives.

Customer Relationship Officer (Beirut, Lebanon)

Feb 2011 – Mar 2014

- ▶ Develop client portfolio through ensuring proper sales of product assortment.
- ▶ Provide professional advice on products & services to customers (Retail and Corporate), ensuring high levels of customer satisfaction.
- ▶ Assist in product launches and development to advance the bank's strategic vision.
- ▶ Build and maintain strong, long-lasting customer relationships through proactive communication and personalized service.
- ▶ Manage a portfolio of assigned customer accounts, understanding their needs and requirements to deliver tailored solutions.

CREDIT BANK SAL

Oct 2007 – Jan 2011

Customer Relationship Officer (Beirut, Lebanon)

Aug 2010 – Jan 2011

- ▶ Acquire new-to-bank customers through executions of sales activities (calls, visits, etc.)
- ▶ Manage existing relationships while maintaining a balance approach to risk management.
- ▶ Leverage product features and sales techniques to close deals.
- ▶ Manage a portfolio of assigned customer accounts, understanding their needs and requirements to deliver tailored solutions.

Teller (Beirut, Lebanon)

Oct 2007 – Aug 2010

- ▶ Promote the Bank's services and recommended product addition to client's portfolio.
- ▶ Handle cash transactions accurately, including counting and verifying cash amounts, balancing cash drawers, and maintaining proper cash limits.
- ▶ Provide courteous and efficient service to customers, including processing transactions such as deposits, withdrawals, and bill payments.
- ▶ Assist customers with inquiries related to their accounts, account maintenance, and other banking services.

Education

Université Saint Joseph / Université Paris-Dauphine / Université Paris 1 Panthéon-Sorbonne

MBA International Paris

2012 – 2014 / Beirut – Lebanon

Université Saint Joseph

B.A. in Business & Management

2003 – 2007 / Beirut – Lebanon

Extra-Curricular Activities

Managing an F&B owned family business in artisanal local spirits.
Responsible of production, business development and sales. (Producing our own private label of local artisanal spirits both alcoholic and non-alcoholic).

Certificates & Workshops

- ▶ Recruiting, Hiring, and Onboarding Employees (**University of Minnesota**)
- ▶ Banking Ethics from the Central Bank of Lebanon (**ESA Business School**)
- ▶ Lebanese Financial regulations from the Central Bank of Lebanon (**ESA Business School**)
- ▶ Internal Workshops: Anti Money Laundering, Performance Evaluation, Leadership.

Skills and Languages

- ▶ Soft Skills: Leadership, Communication, Problem-Solving, Adaptability, Decision-Making, Negotiation, Employee Relations, Conflict Resolution.
- ▶ Technical Skills: Data Analysis, Customer Service Processes, Training and Development, Multichannel Support, Performance Management, Talent Management.
- ▶ Microsoft Office skills.
- ▶ Temenos T24, Bluewing, Oracle HRMS, Microsoft Visio.
- ▶ Fluent in Arabic, English and French.