

LANA SOBH

Business Operations · Digital Transformation · Project Management
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PROFESSIONAL SUMMARY

Business operations and project management professional with 5+ years of experience driving operational excellence, leading digital transformation initiatives, and coordinating cross-functional stakeholders across multi-market environments. Proven ability to scope and deliver technology implementations (ERP/CRM), manage complex vendor relationships, and translate strategic priorities into scalable operational frameworks. Adept at partnering with senior leadership to optimize processes, mitigate risk, and deliver measurable performance improvements. environment.

CORE COMPETENCIES

Business Process Improvement	Stakeholder & Change Management
Digital Transformation	ERP / CRM Implementation
Project & Program Management	Vendor & Supplier Management
Financial Reporting & Analysis	Operational Risk & Compliance
Strategic Planning & Execution	Cross-Functional Leadership
KPI Development & Performance Mgmt	Client & Partner Engagement

PROFESSIONAL EXPERIENCE

Operations & Executive Manager

Dec 2023 – Present

Travel Bureau | Beirut, Lebanon | Dubai, UAE | Cameroon

Multi-market operations leadership role spanning three international offices, accountable for operational governance, technology implementation, financial oversight, and strategic partnerships.

- Directed end-to-end business transformation initiative standardizing operational workflows and governance frameworks across Beirut, UAE, and Cameroon offices, improving cross-market process consistency and performance visibility.
- Led full-cycle ERP and CRM implementation from requirements scoping through go-live: managed vendor selection, coordinated cross-functional rollout, designed training programs, and established KPI dashboards to monitor system adoption and operational efficiency.
- Oversaw financial operations across dual-currency banking channels (UAE and Lebanon), including supplier payment reconciliation, management reporting, and budget variance analysis for senior leadership.
- Negotiated and reviewed corporate contracts and strategic partnership agreements, ensuring regulatory alignment and operational feasibility, mitigating legal and financial risk exposure.
- Served as primary liaison between C-suite, technology vendors, and external partners; managed escalations, maintained SLA compliance, and resolved platform-level issues across SaveTravels and TBXBooking digital platforms.
- Managed the OMT–Travel Bureau strategic partnership end-to-end: oversaw documentation, payment gateway integration (CCAvenue), content governance, and platform compliance.
- Supervised UI/UX testing cycles for two client-facing digital platforms, coordinating structured QA feedback loops between technology and business stakeholders.
- Designed and managed onboarding pipelines for new hires across all markets, including system access provisioning and performance benchmarking against defined KPIs.
- Drove marketing operations including campaign content review, digital content governance, and banner production pipelines in collaboration with design and development teams.

Resource Manager

Dec 2022 – Dec 2023

GAC Aviation Services and Consulting | Mississauga, ON, Canada

Enterprise resource planning and project delivery role within a specialized aviation consulting firm.

- Planned and optimized resource allocation across concurrent client engagements, ensuring on-time and on-budget delivery while managing competing priorities in a fast-paced consulting environment.
- Developed and maintained rolling resourcing forecasts aligned to active and pipeline business development opportunities, enabling proactive capacity planning.
- Acted as primary operational liaison between project managers and clients to gather requirements, resolve bottlenecks, and drive continuous performance improvement.
- Owned reliability of the organization's project management platform; proactively identified systemic issues and coordinated with technical teams to maintain uninterrupted operations.

Internal Audits Manager

May 2021 – Dec 2022

GAC Aviation Services and Consulting | Mississauga, ON, Canada

Compliance and risk management role overseeing airline audit delivery across an international client portfolio.

- Managed scheduling, coordination, and delivery of annual compliance audits across a portfolio of airline clients, matching requirements with appropriately credentialed subject-matter experts.
- Ensured end-to-end audit documentation compliance, maintaining up-to-date airline-specific manuals and pre-engagement materials in line with regulatory standards.
- Coordinated international travel logistics for audit teams across multi-jurisdiction engagements, including bookings, visa verification, and documentation review.
- Streamlined client onboarding for new audit engagements, establishing repeatable intake processes and improving response times with airline partners.

Finance Trainee

Jan 2023 – Feb 2023

Brainnest Consulting | Bremen, Germany (Remote)

- Constructed integrated five-year financial projection models (Balance Sheet, Cash Flow, Income Statement) to support data-driven business planning and strategic decision-making.
- Applied profitability, liquidity, solvency, and shareholder market ratio analysis to evaluate corporate financial performance, strengthening analytical capability for business case development.

Passenger Service Specialist

Jan 2020 – Mar 2020

gtaDNATA — Toronto Pearson International Airport | Toronto, ON, Canada

- Managed high-volume passenger operations under strict compliance protocols, handling documentation verification, special cargo coordination, and tarmac safety procedures.

EDUCATION

Bachelor of Science — Biology & Political Science; Minor in Finance

Toronto, ON, Canada

University of Toronto Mississauga

Supplementary: Financial Accounting Foundations | Financial Statement Analysis

LANGUAGES

Arabic (Native)

English (Fluent)

French (Professional Proficiency)