

## Georges Azar

### Work Experience

January 2014 – August 2018

**AXA Middle East SAL**

Lebanon

AXA Middle East, a subsidiary of AXA Group, is a multinational insurance company.

As a highly motivated and hardworking individual with a heavy background in Information Technology ranging from technical support officer all the way to head of IT, my journey ranged between various software/hardware optimization tasks and setting the IT infrastructure for the company over the past 20 years.

My main duties have evolved to setting the strategy that helped the company make the purchasing decisions in order to be aligned with the business goals. Using this experience, I have teamed since the beginning of 2014 with the Marketing Department as head of DMA (Digital Multi Access) to deliver the products/services to the customers through innovative digital channels thus leading the company's digital transformation in order to be aligned with the Group standards and the new worldwide trend.

As the Head of Digital and Multi Access division my main duties are to create new channels of distributions, services over the Web and through phones and pads applications, manage and monitor these activities, control the presence of the company on social networks and initiate campaigns.

The digital strategy plays a major role in supplying data for managing leads through CRM.

In addition to my duties in the Marketing department, I'm the Security and Data Privacy Officer, in charge of applying AXA Group standards in the company.

October 2007 – December 2013

**AXA Middle East SAL**

Lebanon

Head of IT of the company in charge of managing and controlling all the activities of the IT division which consists of four departments:

- Technical support in charge of the hardware and software installation, configuration and maintenance
- Database administration in charge of tuning, maintenance and security
- Network administration in charge of security, maintenance, back up of the servers, internal network, connection with the different branches and more than 150 workstations
- Application development and maintenance in charge of developing, testing and implementing new products in compliance with business requirements
- Decision maker in choosing the proper compatible hardware/software configuration and solution to be implemented in an aligned way with the business requirements and strategy

January 2002 – September 2007

**AXA Middle East SAL**

Lebanon

Network and Database Administrator of the company, in charge of

- Configuring and setting up users accounts and profiles
- Implementing and maintaining the security on the servers and workstations in addition of deciding on the proper hardware configuration as well as the needed components
- Implementing and maintaining the back up process
- Maintaining the network security (anti-virus, e-mail and web filtering)
- Implementing update solutions for servers and workstations
- Manage and maintain the Oracle databases structure and security
- Implementing and maintaining the back up process and recovery for Oracle databases
- Tuning Oracle databases

IT Assistant Manager in charge of:

- Finding solutions for business requirements
- Putting the strategy of the department
- Decision making in the purchase process of new solutions
- Preparing the budget and calculating the expenses of the department

Member of the security Committee

Member of the Business Contingency Management Committee

October 1997 – December 2001

**AXA Middle East SAL**

Lebanon

I joined it in October 1997 as a technical support executive and Oracle programmer. My duties were focused on:

- Configuring new workstations and adding them to the network
- Installing software and operating system
- Developing, testing and maintaining applications for new products in compliance with business requirements

August 1994

**Banque Audi SAL**

Lebanon

Bank Audi is one of the leading banks in Lebanon; I joined it as a trainee for one month in the IT department. My assignment was the analysis and the development of a small project in COBOL

## Major Professional Achievements

February 2014 – December 2015      **AXA Middle East SAL**      Lebanon

### **Website and Mobile App Rebuilding and Revamping**

Project Owner

The existing website is to be replaced by a new one that meets AXA Group identity standards and new technological features as web responsiveness. In addition it should offer new digital services to our clients and partners such as portals to manage their portfolio, declare their claims or pay their dues.

As a new channel of distribution, the new website main purpose is to propose online product purchasing for new customers and an upselling tool for existing clients.

The mobile App will suggest the same e-services and e-commerce features as the website.

January 2014      **AXA Middle East SAL**      Lebanon

### **Upgrading Disaster Recovery site**

Project Owner

Existing replication servers will be replaced by a full set of servers and hosted in a dedicated site. This site will be used as a disaster and recovery site, and a backup remote site that will host the major part of the personnel, in order to avoid any interruption of the business activity in case of a major disaster.

June 2013 – November 2013      **AXA Middle East SAL**      Lebanon

### **Purchasing and replacing head office pool of servers**

Project Owner

The main site blade servers have been replaced by more powerful ones. New servers are based on clustering and virtualization technology. The aim of the project was planned to meet the business requirements of the company in term of business contingency.

June 2012      **AXA Middle East SAL**      Lebanon

### **Development of an in-house Business Intelligence tool**

Project Owner

The aim of this long-term project is to provide the company an advanced tool in order to monitor all the ongoing operations and results, as well to forecast, simulate and calculate the KPIs of all the departments.

January 2012      **AXA Middle East SAL**      Lebanon

### **CRM solution purchasing and implementation project**

Project Owner

The purpose of the solution is to provide the business departments with a tool that will help them follow up on existing and future clients, acquire new contracts by up-selling and cross-selling, initiate marketing campaigns and provide the marketing departments with a set of reports that will help them monitor the info related to the clients and products.

March 2011                                      **AXA Middle East SAL**                                      Lebanon

**Implementation of a new e-business bancassurance system**

Project Owner

The project was initiated in order to acquire a new opportunity in the market. The existence of this tool was considered as a required condition to establish a partnership between AXA and Bankmed. It gave the bank the ability to sell its customers, through their premises, a large number of products and follow up on their payments and renewals. All the operations are interfaced automatically to the main ERP database.

June 2010                                      **AXA Middle East SAL**                                      Lebanon

**Implementation of a new Insurance system**

Project Owner

Second phase – It follows the customization, personalization and testing phase, it covered the migration, installation, training and providing support to the users.

October 2007 – December 2008                                      **AXA Middle East SAL**                                      Lebanon

**Implementing a Disaster Recovery site**

Project Owner

The first phase of the project consisted on installing a replica of the Oracle and Exchange servers in another IT site synchronizing automatically with the servers on the main branch. The other servers will follow later on. This project is part of the Business Contingency plan.

July 2007 – October 2007                                      **AXA Middle East SAL**                                      Lebanon

**Migrating and upgrading servers and databases**

Project Owner

This project had two objectives, moving all the data from the old servers to new blade servers equipped with storage and tape library system as well as updating the server operating system and the databases to the newest version.

May 2007 – August 2009                                      **AXA Middle East SAL**                                      Lebanon

**New Insurance system purchasing and implementation project**

Part of the purchasing project team and implementation project manager. The team has to choose the product that meets most of the requirements of the company based on a list of criteria. I'll have to supervise the ongoing of the project during the implementation and the migration to the new system.

January 2005 – June 2007                                      **AXA Middle East SAL**                                      Lebanon

**High availability & Secondary site implementation project**

Part of the purchasing project team

The aim of this project is to enhance the systems availability and implement a secondary site based on a Business Contingency Plan. The project is at its preliminary stage (Under study stage).

This is a two-phase process that will involve all the division managers acting as the information owners.

The information system (Hardware, software, network...) will be set at a high availability status in the first phase.

In the second phase a secondary site will be implemented based on a Business Contingency plan.

July 2004 – June 2006

**AXA Middle East SAL**

Lebanon

**Hummingbird project**

A single sign on + Document Management + Workflow + Integration with the local ERP system.  
(Early stage of implementation).

Part of the project implementation team.

This is a three-year process that will involve all the personnel of the company.

Phase I: July 2004 – December 2005

All the formats and searching criteria for paper document, mail, fax and soft document will be created.

A testing period of creating documents under Hummingbird is being conducted in order to familiarize the employees with the new software, formats and criteria created.

A corporate portal and specific portals for each department and employee will be implemented.

Phase II: January 2006 – June 2006

All the business and administrative process will be automated.

Every new paper document, mail, fax and soft document will be archived.

Phase III: July 2006 – June 2007

The full integration with the ERP systems will be implemented.

May 2004 – July 2004

**AXA Middle East SAL**

Lebanon

**E-commerce project**

Part of the project implementation and purchasing team.

The aim of this project is to give brokers and banks the facility to issue car policies on the web by accessing part of our Oracle insurance application with a proper security system using the VASCO token keys.

May 2003 – June 2003

**AXA Middle East SAL**

Lebanon

**Citrix project**

Part of the project implementation and purchasing team.

Citrix was implemented to give our branches the ability to connect to the head office over the microwave with an optimized way without a lot of bandwidth consumption.

January 2002 – April 2002

**AXA Middle East SAL**

Lebanon

**Mailing and Internet systems project**

Part of the project implementation and purchasing team.

The project was conducted in two phases. In the first phase, the network infrastructure (routers and firewalls) was installed and a security system was implemented (anti virus, e-mail and web filtering software). Followed the second phase with the installation of the mailing and internet systems.

July 1997 – December 1997      **AXA Middle East SAL**      Lebanon  
**Migrating Database and application from Informix to Oracle**  
Part of the migration team.  
This process involved all the employees of the company using the ERP.  
This process consisted in:  
Implementing the new database and the new application.  
Migrating the old database in the new configured database.  
Conducting a period of double entry on the systems.  
Controlling the outcomes between the old and the new applications.

#### Training

November 2001      New Horizon Computer Learning Center  
Oracle Data Base Administration

#### Education

July 1996      Université Saint Joseph      Lebanon  
**Licence en Informatique de Gestion**

- Degree Project: Programming and Business analysis of a retail store

July 1994      Université Saint Joseph      Lebanon  
**Diplôme en Informatique de Gestion**

June 1991      Collège Notre Dame de Nazareth  
**Baccalauréat série D - Sciences et Mathématiques**

#### Programming Languages Literacy

Cobol, Pascal, Access, Dbase, Oracle et C  
Operating Systems: Microsoft Windows platforms

#### Languages

Fluent French and English (Writing and Speaking)  
Arabic: Native Language