

HADI EL ARAWI

Dawhit Aramoun, Beirut - Lebanon
haraoui@hotmail.com
haraoui@gmail.com
+961 3698583 / 3696256

Qualified senior IT professional with 24 years of experience in developing & implementing IT strategy & infrastructure based on project / operational requirements of clients, managing presales and business development activities in diverse roles across the organizational hierarchy. Exploring challenging top managerial assignments with a professionally managed organization

Expertise In

- Strategic Planning
- Program Management
- SLA Compliance
- IT Infrastructure Management
- Technology Operation & Delivery
- Administration & Operations
- Resource Optimization
- Budgeting & Cost Control
- Vendor Interaction
- Presales & Business Development
- Contract Negotiation
- Product / Solution Customization
- Market / Trend Analysis
- Technology Consultancy
- Senior Management Interaction
- Organizational Representation
- Client Relationship Management
- Training & Development
- Team Mentoring & Leadership

Leadership Strengths & Highlights

- ❑ Skilled in planning & defining IT strategy for the organization in Middle East and Africa; render consultancy to senior business stakeholders in using technology to enable client specific solutions and drive business transformation
- ❑ Proficient in organizing workshops related to Service Catalogue Design, Service Maps Design, Software Updates Management, Incident Management, Microsoft Operations Framework Foundations, Operations Strategic Review, Risk and Health Assessment Program for IT Operations, Service Level Management and Service Management Assessment
- ❑ Adroit in implementing various service improvement plans/ budgetary controls for enhancing existing business processes as well as maintaining consistent cash flow and meeting financial expectations from the assigned projects. Review internal and external Service Level Agreements to identify areas of improvement
- ❑ Adept at managing multiple projects in compliance to project SLA parameters and other client requirements. Guide team members in aligning requirements to project deliverables for enhancing client satisfaction across domains
- ❑ Acknowledged for well-defined understanding of the business-technology interface and capacity to identify and align clients' emerging technology needs with products and services
- ❑ An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organizational abilities. Possess a flexible & detail oriented attitude

KEY ACCOMPLISHMENTS ACROSS CAREER SPAN

- Played key role in setting up fully operational IT infrastructure encompassing core services like Network Service based on Microsoft Windows NT 3.5 and Mail Service based on Microsoft Exchange Server 4.0
- Actively involved in design configuration and implementation of the Windows Directory Services upgrade from Windows Server 2000 to Windows Server 2003 R2 at the Central Bank of Lebanon head-quarter and across the nine branches of Central Bank of Lebanon – 2008
- Successfully upgraded Windows directory service from Windows Server 2003 R2 to Windows Server 2008 for Central Bank of Lebanon – 2010
- Implemented concept of Service Map and developed & implemented project portfolio across the IT environment for DCA : Dubai Airports – 2012
- Developed service map enabling IT and business unit groups define and evaluate respective service areas
- Designed a which the services for their organization, which ensured that all dependencies and cross functional areas are captured and accountability is identified, and assisted in defining key roles and responsibilities in the IT infrastructure environment for Public Procurement Authority – Ankara – 2011
- Implemented Risk & Health Assessment Program for IT Operations at the IT department and assessed health of service management processes and functions including implementing service catalog and a service map –Bank of Beirut – 2012
- Successfully managed Core Infrastructure Optimization sessions to enhance agility, security and optimize resource utilization for Tunisie Telecom – 2012
- Conducted detailed IT analysis to identify & develop actionable roadmap to get the IT organization in desired state for the Ministry of Information and Communication - Jordan – 2012
- Set up technology sequencing framework to build Infrastructure for a People Ready Business for Port of Abidjan – 2012

- Organized series of strategic working sessions to develop a realistic, actionable roadmap for implementing continuous improvement programs for Etisalat– Abu Dhabi 2011
- Designed & developed Service Catalog to be implemented across all WPP companies worldwide – which was part of the global IT transformation project for JWT – 2016
- Rendered consultancy to global technology directors team in defining help desk process to be implemented across all WPP companies worldwide for JWT – 2015
- Successfully developed & configured MEA IT portal used by IT team in Middle east and Africa for collaboration, knowledge sharing, project planning and document management at JWT – 2016

PROFESSIONAL EXPERIENCE

Pillar Total Solutions

August 2017 – Onward

IT Director

Key Profile:

- Oversee all technology operations (e.g. network security) and evaluate them according to established goals
- Devise and establish IT policies and systems to support the implementation of strategies set by upper management
- Analyze the business requirements of all departments to determine their technology needs
- Purchase efficient and cost effective technological equipment and software
- Inspect the use of technological equipment and software to ensure functionality and efficiency
- Identify the need for upgrades, configurations or new systems and report to upper management
- Provides professional ITSM consultancy to customers when needed
- Managing the deployment, development, monitoring, maintenance, upgrading and support of organisational IT systems. This will include operating systems, servers, PCs, software apps, telephones and peripherals.

Professional IT Trainer – Part Time | AUB – World Food Program

May 2017 – Ongoing

JWT – MEA

June 2015 – July 2017

Regional Technology Director – Business Partner MEA

Key Profile:

- Develop & implement technology and process roadmaps in coordination with major stakeholder and sponsors based on business and operational requirements
- Spearhead organizational operational plans for implementing innovative IT initiatives for assessing, deploying and managing current / future IT systems across the organization
- Guide team members in developing & implementing customer relationship management system, construction management solution, project maintenance solution, vendor & supplier management system and financial systems
- Interact with clients for collating & evaluating requirements and developing customized solutions aligned to business deliverables
- Develop rapport with key decision makers across existing client and prospect organizations for effectively closing identified business deals including formal initiation of projects with appropriate business sponsorship & governance
- Involved in defining project objectives, requirements as well as planning, schedules and estimating cost of IT group projects
- Optimize resource utilization and streamline processes for enhancing operational efficiency and organizational profitability
- Follow up and guide the team of IT managers to prepare needed requirements for the IT audit process (SOX) across all offices in MEA
- Plan and ensure the adaptation of IT process management based on ITSM ITIL framework – mainly Service Desk

Senior IBM Product Sales Executive

Aug 2014 – May 2015

Key Profile:

- Assessed customer requirements and updated customers on specifications of the IBM software portfolio for rendering customized solutions
- Maintained regular interaction with existing customers for ensuring seamless implementation of projects in compliance to ITSM ITIL standards
- Participated in contract negotiations and effectively closed identified business deals. Prepared & presented detailed proposal documents as part of a formal bidding process
- Represented the organization at trade exhibitions, events and demonstrations for generating awareness on organizational products & services across the target market segment
- Highlighted critical issues to the senior management & other stakeholders with potential business and revenue impact for implementing effective remedial measures
- Prepared & presented various status reports for the senior leadership team to realign policy decisions based on evaluated market factors

New Horizons, Lebanon
Program Manager / Trainer – Part Time

January 1997 – Onwards

Key Profile:

- Functioned as Microsoft Certified and MOF, IITIL, COBIT, CLOUD Trainer
- involved in conducting classes on MCSE, MCSA, MCITP, MCTS, & MCDBA
- Involved in design & development of ITSM/ITIL/GOVERNANCE training roadmap based on customer needs.
- Set up & aligned training programs on Microsoft technologies
- Focused on enhancing business generation by developing productive business relationship with key decision makers in corporate accounts

Middleware Data Systems - ITG
Solution Expert – HP Software Presales

Feb 2013 – Sep 2013

Key Profile:

- Coordinated activities related to development and management of presales functions aligned to sales and marketing management objectives
- Collated customer requirements and presented relevant technical solution at customer visits, presentations and other follow up meetings for effectively closing major business deals
- Interacted with the sales team for identifying & developing commercial opportunities for HP range of software products (HP IT Performance Suite)
- Functioned as project manager involved in managing projects related to delivery of HP applications or solutions in compliance to project SLA parameters
- Ensured compliance to technical pre-sales qualification process for placement of opportunities leading to accurate quotation and excellent customer experience

Microsoft Lebanon
Senior Premier Field Engineer Operations – NEPA

Oct 2010 – Dec 2012

Key Profile:

- Evaluated customer distributed computing environments. Designed, developed & implemented Release Readiness Assessments
- Operations Consulting including the following Operations Deliveries through customized Workshops (Service Catalogue design, Service Map Design, Software Update Management, Incident Management, Microsoft Operation Framework, Operation Strategic Review, Service Level Management,...)
- Involved in delivery of high quality IT Service and Release Management services including Microsoft Operations Framework and related Microsoft infrastructure service offerings to Microsoft Enterprise Customers
- Focused on deployment & usage of Microsoft products and frameworks. Conducted knowledge transfer to partner and customer resources based on project / operational requirements
- Drive an Operation Business presales initiative

Central Bank of Lebanon
Senior Systems Engineer – Assistant Deputy Manager

Oct 1998 - Sep 2010

Key Profile:

- Rendered complex user support on computer related issues and guided the support unit in resolving incidents based on project requirements
- Led a team of 3 members in rendering routine PC support, resolving software issues as well as administering network to maintain system uptime
- Involved in the PC Support unit routine tasks – Staff Hiring / Maintenance contracts / Budgets
- Involved in decision making related to software issue
- Design and implement training sessions for employees

PROFESSIONAL EXPERIENCE

Head of IT Unit | IFP (International Fairs and Promotions), Beirut

May 1996 – Sep 1998

Head of Support Unit | Sukkar Engineering Group

Apr 1994 – Apr 1996

Systems Engineer | Apple Center, Lebanon

Mar 1992 – Mar 1994

ACADEMICS

- **Master's Degree in Computer Science**, Lebanese University (ongoing)
- **Computer Science**, Lebanese American University (LAU / Beirut) (1993)

PROFESSIONAL ENHANCEMENT - CERTIFICATION

- Microsoft Certified Professional
- Microsoft Certified Professional + Internet
- Microsoft Certified System Engineer - Windows NT
- Certified Internet Web Master – Associate
- CompTIA - Network+ Certified Professional
- Microsoft Certified Systems Engineer - Windows 2000
- Microsoft Certified Systems Administrator – Windows 2003
- Microsoft Certified Database Administrator – SQL 2000
- Microsoft Certified Systems Engineer - Windows 2003
- Microsoft Certified Trainer
- Microsoft Certified Technology Specialist : Windows Vista – Configuration
- Microsoft Certified IT Professional: Enterprise Support Technician
- Microsoft Certified IT Professional : Consumer Support Technician
- Microsoft Certified Technology Specialist : Windows Server 2008 Application Infrastructure
- Microsoft Certified Technology Specialist: Windows Server 2008 Network Infrastructure
- Microsoft Certified Technology Specialist: Windows Server 2008 Active Directory Configuration
- ITIL Foundation Certificate in IT Service Management
- Foundation Certificate in Microsoft Operations Framework
- Customer Service : Microsoft Services University – USA
- HP Advanced Sales Certified – ITPS Application Solutions
- HP Advanced Sales Certified - ITPS Operations Solutions
- HP Sales Certified – Application Lifecycle Management
- HP Sales Certified – ArcSight Security Solutions
- HP Sales Certified – IT Operations Management
- HP Sales Certified – IT Performance Suite
- COBIT5 Foundation
- Microsoft Certified Professional
- Microsoft Certified Solution Associate – Windows Server 2012
- Information Security Foundation Certificate
- Certified Integrator Secure Cloud Services
- Cloud Computing Foundation
- IBM Rational IT Sales Solution Professional
- ITIL Intermediate 2011 – Service Strategy
- ITIL Intermediate 2011 – Service Design
- ITSM based on ISO/IEC 20000
- ITIL Intermediate 2011 – Service Transition
- ITIL Intermediate 2011 – Service Operation
- ITSM based on ISO/IEC 20000
- ITIL v3 2011 Intermediate - *Ongoing*
- ITIL v3 2011 Expert - *planned*
- ITIL v3 2011 Master - *planned*
- Project Management Professional – *planned*
- Microsoft Solution Expert: Private Cloud - *ongoing*
- CGEIT : Certified in the Governance of Enterprise IT - *planned*
- TOGAF 9.0 Foundation - *planned*

PROFESSIONAL AFFILIATIONS

- Member in L.A.U. Alumni
- Member in I.C. Alumni
- Member of Lebanon CIO Association
- Lead the Development of Microsoft Alumni Chapter in MEA - *ongoing*
- Member in Microsoft Alumni Network (MSA)

PERSONAL DETAILS

- **Date of Birth** : 25th January 1970
- **Languages Known** : **Fluent in** English, French, Arabic, and beginner in Italian and German
- **Nationality** : Lebanese
- **Passport Details** : RL3044983 valid till 2020
- **Microsoft Transcript** : <https://mcp.microsoft.com/Anonymous//Transcript/Validate>
 - Transcript ID (771453)
 - Access Code (haraoui1279790)
- **MS Professional Profile** : <http://www.mycertprofile.com/Profile/9425673865>

~ REFERENCES: AVAILABLE ON REQUEST ~