

Maria AL GHORAYEB

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OBJECTIVE

Seeking a career in a multinational firm that provides sustainable solutions through consultancy services and a focus on business strategy and innovation

WORK EXPERIENCE

Connecting Research to Development (CRD), Research Consultancy, Lebanon

Jan 2018- Present

Program Coordinator

- Coordinated public health programs and services with technical and operational teams ensuring timely deliverables
- Generated educational manuals, case studies, training guides and supportive material for the implementation of programs
- Ensured cohesiveness and communication among team members and partners such as UNICEF, CDC, Oxfam, Lebanese Ministry of Public Health
- Created opportunities for improvement of traditional routine immunizations at local authorities' level in Lebanon by developing pilot studies that confirmed an increase in coverage rates of citizens

CUPRIS Ltd, Healthcare Technology Start-up, United Kingdom

Aug 2016- Aug 2017

Business Development and Junior Project Manager

- Developed business plan models by conducting research, data and competitor analysis for specific projects enabling future investments and an increase in revenues through appropriate business partnerships
- Established an export strategy allowing the company to enter two targeted markets (Germany and Sweden)
- Built strong stakeholder engagement abilities through regular meetings with selected clients e.g. UKTI advisors and NHS Trust employees
- Designed questionnaires and surveys allowing Cupris to participate in HENRI Nestlé's innovation competition
- Evaluated Cupris' digital marketing strategy and suggested different channels to senior management to better target the end user; the same was implemented for a better adoption of the product
- Presented each project's findings, strategies, forecasted revenue and conclusions using PowerPoint slides
- Represented Cupris Ltd at workshops organized by Digital Health Accelerator London (e.g.: NHS Procurement)

SIEMENS AG, United Kingdom

Jul 2017- Aug 2017

Student Consultant with Imperial College London

- Delivered strategic recommendations for the Digital Factory, Process Industries and Drives divisions based on analyses of their short-term challenges and opportunities
- Presented findings to the General Manager of Siemens UK leading to a further review of the competitive environment within Siemens

LONDON NORTH WEST NHS TRUST (LNWT), United Kingdom

Jun 2016- Jul 2016

Student Consultant with Imperial College London

- Assessed the LNWT's Head and Neck Directorate and determined areas for clinical and commercial development as part of a portfolio of specialist activities
- Provided strategic recommendations based on competitor and best practice models analyses
- Understood business case requirements and established client relationships through weekly feedbacks

HOTEL-DIEU DE FRANCE HOSPITAL, Lebanon

Apr 2014- Sep 2015

Senior Nutritionist and Dietitian

- Team leader for an improvement project for dysphagia patients leading to an implementation of additional options in the central kitchen of the hospital
- Tackled more than 60 cases daily and determined patients' nutritional status by analyzing medical data and convinced the medical team of the best medical nutritional therapy (MNT) for each patient
- Organized specific educational conferences for medical professionals and patients
- Mentored and guided new dietetic interns
- Managed the kitchen staff members and supervised the implementation of the food safety techniques (HACCP)
- Supervised the kitchen staff and the preparation of the 250 individual meals prepared for patients

EDUCATION

Imperial College London Business School, United Kingdom

MSc International Health Management (Merit)

Oct 2015- May 2017

American University of Beirut (AUB), Lebanon

Bachelor of Science in Nutrition and Dietetics (3/4)

Sep 2011- May 2014

EXTRA-CURRICULAR ACTIVITIES

Education

- **Imperial College London Business School, United Kingdom**

Business Strategy and Consulting Summer Course (A)

Jul 2017- Aug 2017

- **Licensed Dietitian (LD) Certificate**

Aug 2015

- **International Fitness Professionals Association (IFPA)**

Jan 2015- Apr 2015

Volunteering

Sep 2011- Aug 2016

- **Active member at UNICEF with Imperial College London:** organized events such as bake sales on campus to raise funds to allocate to NGOs
- **Active member at Children Cancer Center of Lebanon (CCCL):** entertained children during their chemotherapy treatments, aided in their studies, gave language lessons. Organized events such as craft activities, egg hunting, movie sessions
- **Youth Red Cross with the American University of Beirut:** organized entertaining sessions with lunch, music and gifts to elderly dispensaries. Organized fund-raising events on campus to allocate the resources to NGOs

ADDITIONAL INFORMATION

LANGUAGES: Native in Arabic and French, Fluent in English, Beginner in Spanish

IT SKILLS: Microsoft Office, Excel, PowerPoint, Word

INTERESTS: Volunteering, Yoga, Reiki, Ski, Swimming