

CAREN SERHAN

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INDUSTRIAL ENGINEER (AUB) + MiM (IE)— OPS & STRATEGY | BUSINESS DEVELOPMENT | ANALYTICS — (AR/EN/FR)

EDUCATION

IE BUSINESS SCHOOL

MADRID, SPAIN

Master in Management – Strategy Organization and Transformation

SEP. 2024 – DEC. 2025 (EXPECTED)

- IE Women in STEM scholarship
- **Omidia Ibérica: Sea & Air relaunch (Barcelona):** built the turnaround strategy after the unit failed; defined KPIs, quick wins, and partner activation model.
- **Mercedes-Benz Dealerships (Spain):** supported strategic repositioning (agency vs. traditional), CRM/EV readiness, and ops playbook.

AMERICAN UNIVERSITY IN BEIRUT

BEIRUT, LEBANON

Bachelor of Engineering, Industrial Engineering, with Distinction

AUG. 2020 – JUN. 2024

- Member of the AUB Consulting club and Women at Work club

PROFESSIONAL EXPERIENCE

EBMED SAL

RAOUCHE, LEBANON

Boutique venture-building & consulting firm

(Remote)

Junior Consultant — Strategy & Venture Development

Oct. 2025 – Current

- Supporting strategy development for a confidential new business venture, including market research and competitive benchmarking.
- Assisting in financial modeling and projections, opportunity sizing, and go-to-market planning.
- Preparing executive-ready presentations and reports to support strategic decision-making.
- Supporting brand strategy, including positioning, name development, mood board creation.

DG JONES & PARTNERS

ASHRAFIEH, LEBANON

International Project Management

Engineering intern on LAU medical center renovation project

JUN. 2025 – AUG 2025

- Shadowed PM in meetings, site consultations, and task delegation to understand team coordination.
- Built resource takeoffs in Excel/AutoCAD and delivered clean packs to contractors.
- Organized project schedule and budget trackers to keep work on time and within plan.

YAMAMA

NEEMEH, LEBANON

Manufacturing company for canned and bottled supermarket ingredients, supplying to all Arab countries

Logistics Intern for Final Year Project

SEP. 2023 – MAY 2024

- Forecasted demand for new markets to reduce raw material waste and stockouts.
- Simulated automation options and showed management payback on bottleneck relief.
- Compared future projects with engineering-economy tools to recommend best investment.

DAR AL-HANDASAH

VERDUN, LEBANON

Management consulting firm based in Lebanon and Saudi Arabia

Associate Consultant

JUN. 2023 – AUG 2023

- Redesigned waste-room layouts with the Waste Management team to optimize space.
- Delivered market research, flows, and decks that helped clients take decisions.

SERHAN TEXTILES

RAS AL NABEH, LEBANON

Textiles wholesale company for uniforms, apparel, and furniture production

Supply Chain Intern

JUN. 2022 – MAY. 2023

- Sourced faster, cheaper suppliers to cut lead times and reduce inventory waste.
- Expanded product lines after Dubai Textiles Fair visits to grow market share.

LANGUAGES

- Arabic (native) • English (fluent) • French (fluent)

TECHNICAL SKILLS

- Microsoft Office • Python • MATLAB • Arena • Operations Research • @Risk • Advanced Excel • JIRA
- TAM/SAM/SOM Modeling • Competitor Mapping • Tableau Data Visualization