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EXPERIENCE

PROFICIENT FINANCIALS

Beirut, Lebanon

July 2012 - Present

Founder and Managing Director (www.proficientfinancials.com)

A financial services company focused on the areas of Private Equity, Financial Consulting, Advisory and Investment Banking

- Established the company, set-up the office, and built the team. Handled all the facets of operations, from business development activities (identifying potential clients and deal origination) to execution, in addition to the management of the team.
- Mandated for projects that included advisory services (sell-side and buy-side), financial consulting, business plans, and other finance-related duties in various industries like technology, hospitality, financial services, agriculture, and telecom. Completed the execution of 18 assignments whose cumulative size exceeds \$40 Million, resulting in numerous repeat clients.
- Advised a local technology company in its quest to grow regionally - both strategically and by arranging financing - resulting in a doubling of balance sheet size and an increase in revenues of over 80% year-on-year
 - Revised the overall strategy of the company, and recommended a growth strategy moving forward, resulting in the acknowledgment for the need to raise capital
 - Prepared all investor-related material: valuation, memorandums and presentations
 - Went on an investor road show and was able to raise all the funds required (\$2 million)
- Advised a family-owned fund on the successful acquisition of a local financial services company (\$8 million)
 - Performed financial valuation of the target company using different valuation methodologies
 - Analyzed all the possible acquisition alternatives from a corporate finance point of view
 - Performed in-depth financial, strategic, and operational due diligence of the target company
 - Led the negotiations with the target company
- Resolved the financial problems of a local technology company, thus saving it from the brink of bankruptcy and allowing it to grow
 - Reviewed all finance-related practices and processes and analyzed the prevalent decision making modus operandi
 - Solved the issues by developing a new cost allocation scheme as well as a new pricing mechanism
 - Restructured the bank debt of the company, easing the pressure on its cash situation
 - Resulted in a 36% increase in profitability within as little as 2 months, and a much healthier financial situation
- Nominated on the Board of Directors of two of Proficient Financials' client companies; still serving on these Boards to date
- Assisted entrepreneurs and newly formed companies on financial and strategic issues on a volunteer basis

MANARA CAPITAL

Beirut, Lebanon

Jul 2008 - June 2012

Investment Company based in Beirut. Main line of business: Private Equity (www.manaracapital.com)

Vice President

- Completed the origination and execution of several PE transactions ranging from financial services and real estate to consumer goods and food & beverage. Exited 5 of them for returns above 25%
- Performed the necessary due diligence, met with the management team of the target companies, presented the deals to Manara Capital's investment committee and carried out all the required tasks to close the deals
- Drafted the overall strategy for Manara Capital by analyzing alternative strategic decisions at all levels: from mission, vision, and operations, to HR and administration. Discussed the proposed strategy with the board and convinced them of its relevance
- Managed the company's public holdings' portfolio
- Acted as Finance Manager for most of Manara Capital's investments. Prepared financial statements as well as set targets and performance measurement

AMANA CAPITAL S.A.L.

Beirut, Lebanon

Jan 2010 - June 2012

Financial Institution regulated by the Central Bank of Lebanon (www.amanacapital.com)

Director of Finance and Strategy

- Contributed to taking Amana Capital all the way from an idea to an operating company by working on numerous establishment tasks like preparing the license application to the central bank, devising negotiations with potential partners and clients, and reviewing legal documents
- Set the overall strategy of the company, which helped it grow to become a major player in the online trading business in the MENA region.
- Managed the day-to-day operations of the company and ensured that they are done efficiently and in coordination with the company's overall strategy. Heavily involved in the fields of marketing and advertising, public relations, and sales.
- Responsible for the finance function at the company: budgeting, reporting, accounting, and external auditing
- Led the HR efforts, ranging from establishing clear policies and procedures to recruiting and setting employees' performance measurement system (24 employees)
- Established and maintained a high performance culture through effective performance management and clear communication channels
- Managed the relationship with the regulator (Central Bank of Lebanon and Banking Control Commission)
- Performed a comprehensive competitive analysis of the online trading industry

AMERICAN UNIVERSITY OF BEIRUT*Instructor at the Suliman Olayan School of Business (OSB)*

- Teaching "Advanced Corporate Finance" to MBA students

Beirut, Lebanon
*Summer 2010 – Present***BANK AUDI S.A.L.***Head of Equity Research*

- Launched the bank's first fund, Arabian Opportunity Fund (AOF), and took a leadership role in managing it. AOF posted returns of 43% by June 2008 since its inception in late September 2007
- Set the strategy for the asset management department and wrote numerous strategy reports on the MENA region
- Initiated and established the equity research department at the bank. Led a team of 9 people in preparing research for all the public companies listed in the MENA stock markets. Member of the bank's investment committee
- Formulated investment recommendations based on financial statement analysis and competitive industry diagnosis. Convinced the top management of the bank of the benefit of these new procedures, resulting in their adoption

KSA and Lebanon
*Sep 2006 – Jun 2008***BOOZ ALLEN HAMILTON***Associate*

- Led two teams in developing a new accounting system for the mobile phone division of the largest telecommunication company in the Middle East (\$26 Billion market capitalization)
- Constructed a cost optimization plan and a new financial strategy for a holding company after thoroughly reviewing the operations of all its 11 subsidiaries
- Designed and implemented a new organizational structure for the largest airport in the GCC. Optimized staffing levels by 20%. Detailed the job descriptions for all the 1,200 employees
- Assisted the finance department of the largest petrochemical company in the region (\$90 Billion market capitalization) in developing new budgeting methods, setting performance indicators and establishing new reporting procedures. Trained 48 employees to efficiently utilize the new system
- Performed a complete financial valuation for a shipping project including financial modeling and scenario analysis

KSA and UAE
*Jul 2005 - Aug 2006***BANK AUDI S.A.L.***Relationship Manager – Corporate Banking*

- Managed a corporate loan portfolio consisting of 38 full client relationships amounting to \$175 million that generated average annual profits of 16% (\$24 Million)
- Originated numerous client relationships that helped enlarge the corporate portfolio of the bank by more than ten times
- Consulted to corporate clients on financial issues. Rescued a wine company by solving its liquidity squeeze problem through a syndicated bridge loan. Was offered a financial management position with this company
- Initiated a new loan program called Kafalat. Inquired about the program, performed all necessary studies and profitability analyses, articulated findings to the top management and persuaded them of its strategic value
- Led a team of 4 analysts in implementing and managing the Kafalat portfolio that attained \$80 Million and 120 clients in less than one year
- Promoted to Relationship Manager after 1.5 year as a financial analyst. Youngest Relationship Manager in the bank

Beirut, Lebanon
*Apr 2001 - Aug 2003**Financial Analyst – Corporate Banking*

- Developed an Excel-based risk monitoring system that greatly exceeded the accuracy and flexibility of the previous modeling package. Resulted in a decrease in the number of slow and problematic accounts by 24%
- Evaluated credit risk by performing feasibility studies, measuring repayment ability, analyzing historical and projected financial performance, studying business plans, and examining industry environment
- Designated by the human resources department to give lectures to new credit and financial analysts about risk management and credit operations. Supervised new Corporate Banking employees training

*Sep 1999 – Mar 2001***EDUCATION****THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS***Master of Business Administration*

- Placed on the Dean's Honor List every quarter. GPA: 3.65. GMAT: 750 (99th percentile).
- Concentrations in Finance, Economics, and International Business
- Founder and co-chair of the Arab Business Club, co-chair of the Investment Management and Soccer clubs
- Class Agent for the class of 2005; and Global Ambassador for the Graduate School of Business

Chicago, Illinois
*Sep 2003 - June 2005***AMERICAN UNIVERSITY OF BEIRUT***Bachelor of Business Administration. Minor degree in Economics*

- Graduated with Distinction. GPA: 3.95 (top 1% of the class of 1999 – 3800 students)
- Selected by coach and teammates as Captain of the AUB men's Varsity Soccer Team

Beirut, Lebanon
*Sep 1995 - July 1999***LONDON BUSINESS SCHOOL***Executive Education*

- Attended the "Financing the Entrepreneurial Business" programme (Private Equity)

London, United Kingdom
April 2010

ADDITIONAL

- Fluent in English, French, Spanish and Arabic. Currently learning Italian
- Co-Founder and President of Alumni Central, a hub for Lebanese leading global alumni and achievers
- Board member of Nawaya Network, a Beirut-based NGO that aims to empower underprivileged and at-risk youth
- Established the Entrepreneurship Club of Lebanon. Under my leadership, the club organized the first nationwide business plan competition in Lebanon
- Directed and acted in "Judgment Day", the first ever student-organized play in the AUB School of Business