

Name **Alexandre(Alec) Mouradian**
Nationality **Lebanese + EU(Greece)**
Marital Status **Married + two sons**
Age **52**
Languages **Arabic- Armenian- English – Greek - French**
Location **Ashrafieh, Beirut Lebanon**
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Education

DBA Candidate **ASTON UNIVERSITY, UK** ([Triple Crown](#); [AACSB](#), [EQUIS](#), [AMBA](#))
Doctoral Studies in Strategic Management

Aug 05 – Jul 06 **VLERICK LEUVEN GHENT MANAGEMENT SCHOOL** ([Triple Crown](#))
MBA International Program with distinction

Jan 90 – Aug 93 **AMERICAN UNIVERSITY OF BEIRUT** ([Single Crown](#))
Bachelor of Business & Management Studies

Certifications

Nov 10/11 **CERTIFIED INVESTOR RELATIONS OFFICER (CIRO)**

Aug 06 **THE BEIJING CENTER for CHINESE STUDIES**
Business Module in China

Experience - Summary

BLOM/Blominvest Bank

Beirut, Lebanon

-Head of Investor Relations

Jan 11 - Current

-Deputy Head of Economic & Financial Research

Sep 07 - Dec 10

Consultancy

May 06 - Jun 07

- SIEMMENS COM; Germany

- International Parcel Express; Canada

- Swiss Agency for Development & Cooperation; Belgium

UK TRADE & INVESTMENT (UKTI)

Oct 94 - Mar 05

*-UKTI Officer; Bilateral Trade & Investment promotion
between the UK & Levant*

Detailed Experience

BLOM Bank, Beirut, Lebanon **Head of Investor Relations**

Jan 11 - current

- Develop, plan and implement an active investor relations framework that adds value to the bank's market valuation.
 - *Established the IR function of the group.*
- Originate and maintain positive relationships with analysts, investors (private and institutional), potential investors, and relevant stakeholders.
 - *More than doubled and diversified institutional holdings of BLOM GDR.*
- Promote the BLOM stock across relevant stakeholder communities by adopting international best practice Investor Relations (IR) standards.
 - *Most awarded Investor Relations Bank and Executive in the Levant (2012, 2013, 2015, 2016, 2018, and 2019).*
- Liaise, initiate and participate in investor road shows and conferences to promote the BLOM GDR with relevant stakeholders.
 - *Corporate access arranged with +500 international stakeholders.*
- Manage BLOM stock's sell side recommendations to ensure a continuous positive rating.
 - *Initiated six 'BUY' coverages with sell side investment analysts.*
- Introduce quarterly Investor Relations Conference Calls by affiliating with international financial institutions to brief the sell/buy side communities.
 - *Partnered with six global players and engaged +200 stakeholders.*
- Chairperson - Lebanon Chapter of the Middle East Investor Relations Association (MEIRA) promoting regional best practice investor relations.
 - *Established the Lebanon/Levant Chapter of MEIRA.*
- Create executive presentations, publications and web content including quarterly investor presentations, briefings, financial earnings releases, annual reports, and webcasts by utilizing various IR dissemination channels.
 - *Introduced a tailored IR dissemination platform.*
- Manage the administration of BLOM Bank group's Investor Relations web content according to international norms.
 - *Created a bespoke IR web content for the group.*
- Participate in award submissions to various international institutions.
 - *Achieved over 50 group level awards from international institutions.*
- Engage in Environmental, Social and Governance (ESG) initiatives that add value to BLOM's share.
 - *Developed the virtual stock exchange competition from intra university level to a national scale involving ten leading universities and thousands of students.*
- Administer the Institutional shareholder register.
- Supervise and improve a comprehensive institutional investor database, and ensure its sustainability.
- Maintain an active research & publications record on Lebanese banking and economic issues.

- Acting head of the economic research department.
- Revamping and introducing daily, weekly, monthly and quarterly economic, sector and financial research material and publications covering local, regional and global capital markets and economies.
 - *Launched the Regional Brief covering capital markets and economic news of Syria, Jordan, KSA, UAE, Egypt and Qatar.*
 - *Established coverage on country reports and participated in the start of MENA level sector reports.*
 - *Overhauled the 'Lebanon Brief', the flagship weekly publication covering local equity and fixed income activity, money markets, forex and economical statistics and news.*
 - *Introduced the Capital markets newsletter in the aftermath of the financial crisis highlighting major financial and economic news around the globe as a morning briefing to stakeholders.*
 - *Developed the Daily market bulletin that sheds light on local financial and economic activity.*
- Researching, allocating, and reviewing the compilation & dissemination of published material along daily, weekly, monthly and quarterly timelines.
 - *Increased circulation of published material from 800 to 6,700 relevant stakeholders.*
 - *Negotiated with leading newspapers and magazines on the publishing of the bank's researched material.*
- Monitoring and verifying the production of the reference bourse activity gauge, the Blom Stock Index on a daily basis as well as the Blom Preferred Shares Index BPSI and the Blom Bond Index and the Nominal Effective Exchange Rate.
- Preparing the weekly focus article that covers a specific financial subject.
 - *Researched 54 pieces of article on diverse financial and economic subjects.*
- Writing articles, providing information to various newspapers and magazines and award granting agencies. Compiling the Management Discussion and Analysis (MDA) part of Blom Bank's annual report.
- Preparing Speeches, interviews and presentations on behalf of the Chairman.
- Managing the maintenance of the monthly statistical database.
- Structuring the economic library, archive and reference information base including periodicals, books, reports and email contacts.

- **SIEMENS COM ; Germany**
 - *Future of Managed Applications; Value Added Services Strategy*
 - *Recommending future strategy to Siemens senior management.*

- **International Parcel Express (IPE); Canada**
 - *Feasibility for launching courier service in the Levant region.*
 - *Franchisee/Partner Identification, negotiation & agreement.*

- **Swiss Agency for Development & Cooperation (SDC); Belgium**
 - *Environmental conservation assessment post 2006 Lebanon war.*
 - *Recommending small to medium scale sustainable action plan.*

**UK TRADE & INVESTMENT, UK Department of Trade & Industry
UKTI Officer - Bilateral Trade & Investment promotion between
the UK & Levant**

Oct 94 - Mar 05

- Business development across vertical and horizontal industry segments through the engagement of market and sector reports, export intelligence service, bilateral trade & investment schemes, networking & business communication.
 - *Commissioned over 175 product/service specific chargeable reports in various industry sectors through market and desk research.*
 - *Earned UKTI's "Global Best Practice Award for Tailored Market Information Reports" based on a 95% success rate.*
- Compiled detailed sector reports on trends and analysis of trade opportunities available to relevant UK and local industries.
 - *Sectors covered include healthcare & medical, major infrastructure projects, building & construction, fire & security, tourism, agriculture & food, and leisure & marine.*
- Utilised the export intelligence service to identify and disseminate bilateral investment opportunities based on market research in the private & public sectors including joint ventures.
 - *Initiated 337 diverse leads resulting in an 85% success rate.*
- Quantifiable business opportunities development for UK and local entities by organizing trade/investment programs in various industry sectors.
 - *26 UK outward trade missions representing over 500 UK companies.*
 - *20 UK pavilions in local trade fairs that included over 400 UK companies.*
 - *11 seminars involving more than 200 UK entities and 1200 relevant local counterparts.*
 - *24 local missions representing over 160 entities as inward missionaries to the UK attending trade venues such as seminars and trade fairs.*

- Networked with over 5,000 UK and regional executive level businesspeople on trade and investment related matters.
 - *Negotiation leverage on behalf of UK and Lebanese entities on relevant matters relating to tenders, contracts, WTO accession, IPR/regulation, legislation, outstanding disputes etc.*
 - *Liaison officer for 'British Executive Service Overseas' experts placement in local institutions for expertise sharing.*
- Establishing a Business Information Centre.
 - *Founded the trade information database between the UK & Lebanon.*
 - *Commercial Newsletter content author and fund raiser.*
 - *Computerised the archive of section database.*
 - *Executed an IT Contingency plan for ICT system integrity.*
 - *Received 'Excellence' commendation on site content by UK Emedia.*

Research and Publications

Refereed Papers

- Mouradian, A. et al. "IS-LM-BP Model for Lebanon: A Simple Empirical Analysis". *International Research Journal of Finance and Economics*, Issue 177; Jan 2020.
- Mouradian, A et al. "Analysis of Lebanon's Trade and Current Account Deficits: 1969-2016". *Lebanese Science Journal*, 2019, Vol. 20, No.1, 2019.
- Mouradian, A. and Bolbol, A. "Potential Output and Unemployment in Lebanon". *Association of Banks in Lebanon (ABL) Monthly Bulletin*, No. 4, Apr. 2018.
- Mouradian, A. et al. "Private Savings in the Arab Countries: Empirical Analysis and Policy Implications". *International Journal of Economics and Finance*, Vol. 10, No. 7; 2018).
- Mouradian, A. and Bolbol, A. "A Note on the Productivity of Post-War Lebanese Public debt, 1993-2016". *Association of Banks in Lebanon (ABL) Monthly Bulletin*, No. 11, Nov. 2017.
- Mouradian, A. and Bolbol, A. "Savings in the Lebanese Economy: A Simple Tale of the Post-War 1992-2015 Period". *Association of Banks in Lebanon (ABL) Monthly Bulletin*, No. 2, Feb. 2017.
- Mouradian, A. et al. "Exchange Rates and Net Foreign Assets in Lebanon: A Simple Empirical Model". *Association of Banks in Lebanon (ABL) Monthly Bulletin*, No. 7, Jul. 2016.

- Mouradian, A. et al. “Recent Monetary Developments in Lebanon: Basic Analyses and Forecasts”. *Association of Banks in Lebanon (ABL), Monthly Bulletin*, No 5-6, May –June 2016.
- Mouradian, A et al. “Profitability of Banks in Lebanon: Some Theoretical and Empirical Results”. *International Journal of Economics and Finance*, Vol. 8, No. 7; 2016.
- Mouradian, A et al. “Macroeconomic Effects of COLA and Salary Scale Adjustments for Lebanese Public Employees”. *Association of Banks in Lebanon (ABL) Monthly Bulletin*, No. 2, Feb. 2016.
- Mouradian, A. “The Lebanese Economy: From Defying Odds to Bucking the Trend”, 2008. *Emerging Markets Review-Euromoney Yearbooks 2008-2009*.

Working Papers

- Mouradian, A. and Bolbol, A. “Explaining Recent Economic Developments and Policies in Lebanon: A Brief Theoretical Note”, 2019.
- Mouradian, A. “Impact of Banks’ M&As on the Lebanese Banking Sector”, 2015.
- Mouradian, A et al. “Taxes and Interest Income from Deposits: A Theoretical and Empirical Analysis for Lebanon”, 2015.

Supplementary Activities

Conferences	Participated in numerous financial sector and investor relations conferences/roadshows, in addition to leadership and management seminars.
Community Service	Board member in the Executive, Economic, Budgetary, Estate Exploitation Committees of the Armenian Prelacy.
Sports	Adventure Sports; Running (marathons); Snowboarding

References

Available on request