

## **“C.V.” – Joseph Fouad El Haddad**

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### **1. PERSONAL INFORMATION:**

Civil Status: Lebanese – Born 3/3/1948 – Married + 1 Child  
Languages: Arabic – English – French – Spanish.  
Computer: Microsoft (word, excel, power point) – Oracle – Brio.  
Hobbies: Tennis – Jogging – Chess – Bridge

### **2. EDUCATION**

2005 – 2008 PhD Management: Université Saint Joseph (USJ) – Lebanon (Before Thesis)  
1995 – 1997 DEA Management: Université Saint Joseph (USJ) – Lebanon.  
1976 – 1978 Master Business: Université Saint Joseph (USJ) – Lebanon.  
1971 – 1974 BA Business: Université Saint Joseph (USJ) – Lebanon.  
1968 – 1970 Industriel Accounting: Centre Supérieur d’Etudes Commerciales – Lebanon.

### **3. PROFESSIONAL CAREER**

**2013 – Present** **INDEPENDENT BOARD MEMBER – Move Forward International (MFI)**

Consultancy and training provider for CPA & CMA programs

**2010 – Present** **CONSULTING – TRAINING – RECRUITMENT.**

Management and HR Consultancy, Valuating, Merging, Organizational Development and Education Advisor with local and international entities in public and private sectors (civil aviation, NSSF, banking, insurance, FMCG, medical and education) as well as certified trainer with CCS, ODCC, QNB, Morgan Int’l, Association des Banques au Liban, Union of Arab Banks, and Banque du Liban.

**1992 – Present** **UNIVERSITY PROFESSOR – Graduate & Undergraduate Programs.**

Teaching soft disciplines (Management, HR, Marketing, TQM, Ethics, OB, OTD, etc...) at Université Saint Joseph – Notre Dame University – Sagesse University – Haigazian – Lebanese University.

**1997 – 2010** **VP & SECRETARY GENERAL OF THE EXECUTIVE COMMITTEE – HEAD OF SUPPORT DEPARTMENTS – ARAB BANK plc. – Lebanon.**

Responsible for strategic and day to day activities related to all the support activities for Arab Bank – Lebanon (e.g.: organizational development, strategic management, administration, procurement,...).

#### **Special assignments:**

- Head and/or member of different executive steering committees.
- Country Manager p.i. (twice) – during country management handing over in 2004 and 2009
- Organization development & launching of new products and services (Retail and Bancassurance).
- New applications (Balanced Scorecard – Data Warehouse – Business Continuity Plan...)
- Satisfaction surveys (customers & employees) within AB and the banking sector.
- Review and preparation of internal rules and regulations, processes, policies and procedures.
- Mergers and acquisitions (Executive committee member for the acquisition project of ABN Amro bank in coordination with AB - Head Office and Atlas Jordan).
- Representative of the bank at:
  - **ABL** (Association des Banques au Liban).
  - **ICC** (International Chamber of Commerce).
  - **CEB** (Centre d’Etudes Bancaires).
  - **LAU** (Lebanese American University – HR Institute).
  - **LMA** (Lebanese Management Association)

#### **Major achievements:**

- HR Transition project as executive committee member at Arab Bank – HO Amman. Productivity optimization (Workflow & BPR – HR metrics – BSC – OD & Competencies ...).
- Retail & Marketing / Operations – Launching new products & processes design – Market studies.
- Cost reduction (Budgeting – Outsourcing – Purchasing & Inventories control...).
- Work Systems (Data Warehouse – Business Continuity – HRIS...).
- Recruitment and training AB Lebanon & affiliates: UAE, Morocco, Algeria, Tunisia & Qatar.
- Design of Organization Chart & Job Descriptions analysis with ABL for the banking sector.

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### **1992 – 1997 MANAGER & CONSULTANT – BANQUE CREDIT LIBANAIS - LEBANON**

As consultant I worked closely with the President and the top management of the bank and acted on critical issues, organization and implementation of new companies, products and divisions, and was member in major steering committees. Major achievements are related to:

- Participating in the creation of retail products (car loans, housing loans and credit cards).
- Coordinating the design and launching of new branches.
- Reorganizing the department of marketing.
- Implementing the concepts of the HR department and starting the training activities.

### **1982 – 1992 MARKETING MANAGER – SAUDI ERICSSON - KINGDOM OF SAUDI ARABIA**

Joint Venture between Ericsson (Sweden) & Juffali Group (Saudi Arabia). My duties included sales, administration and technical operations of telecommunication products, as well as setting marketing strategy and financial budgets. Besides being nominated for management and sales training I was in charge for the recruitment of sales and technical staff (mainly from Lebanon/Egypt/Jordan).

### **1967 – 1982 COMMERCIAL & ADMINISTRATIVE MANAGER – REGENCY - LEBANON**

Responsible for marketing and administrative activities for this leader in English furniture design, manufacturing and selling. Member of management committee. Setting strategies, budgets, and in charge of dealing with: banks, suppliers, employees, logistics, collection, premises... as well as visiting and purchasing from international fairs and exhibitions (France, Italy, ...).

### **1976 – 1982 & 1992 – 2004: UNIVERSITY PROFESSOR (undergraduate programs)**

UNIVERSITE LIBANAISE (UL) - “Marketing Management”: 2<sup>nd</sup>. Year of BA business program.

## **5. OTHER INFORMATION**

### **A. Seminars/Workshops:**

1. Aligning Strategy and Corporate Culture
2. How to incorporate “Generations Y & Z” in the World of Employment
3. Customer Relationship and Sales Management – KSA
4. Organizational Development & Cultural Challenges in the 21<sup>st</sup>. century
5. The Balanced Scorecard: Planning and Implementation of the Process & Tool
6. Managing Cultural Change – for Domestic Organizations and MNCs – KSA, Jordan, Sudan
7. OD Strategy, HR, BSC, Leadership – Jordan, Tunisia, Algeria, Morocco, UAE, Qatar, Syria
8. Strategic HRM – Jordan – KSA & UAE
9. Office Organization – KSA
10. Communication Skills – KSA & UAE
11. Strategic Marketing – KSA & UAE
12. Rewards Strategy – KSA & UAE
13. Performance Management – UAE & KSA
14. Leadership & Change Management
15. Strategic Management
16. HR Audit and Surveys
17. Market and customized surveys (customers and employees satisfaction)
18. Career Orientation and Management for University Students
19. Ongoing Seminars, Workshops & Conferences (Marketing, TQM, PM, Leadership, SHRM,...)

### **B. Academic Research:**

1. Strategic Impact of HR Metrics in the Banking Industries – Union of Arab Banks
2. Implication of Organizational Resources on the Performance of Employees.
3. “Multidimensional Management of Customers’ Portfolio” – Proche Orient – Edition USJ
4. Human Resources and Intercultural Impact - LMA
5. Loyalty Pipeline for Customers (External – Internal)
6. Customer Services – Ericsson Magazine – KSA
7. Training & Development – Executive Magazine
8. New Dimensions for Customer Relationship management.
9. Credit Cards: Impact on Lebanese market (consumers & banks).
10. Director for Thesis & Projects (Sagesse, USJ & NDU Universities).