



JADE W. DAGHER

Certified Management Consultant, CMC®

Family name: DAGHER

First name: JADE

Date of birth: 10-Jan-1980

Nationality: Lebanese/French

Civil status: Married with four children

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Present position: Certified Management Consultant © - Financial Planning and Business Strategist – Owner of EXPAND and PROMD GROUP LTD
www.expand-mena.com

Years within the firm: 20 years

Key qualifications:

- Training in personal development, sales, entrepreneurship
- Cash flow analysis and optimization
- Strategic brainstorming, mediation and negotiation
- Business plans for bank loan, investors, franchising and NGO funding
- Operations manuals and internal policies
- Business development in HR, sales, finance and management
- Other skills:
 - Leadership: leading hundreds of entrepreneurs through my workshops and development programs
 - Time management: managing hundreds of projects and people through efficient use of time and the outstanding use of technology
 - Delegation: proper delegation to team members and to coordinators in all companies I deal with
 - Decision making: making sharp decisions in very tough situations and in times of crisis whether on personal, business and even client levels
 - Motivation: I succeed to motivate clients and workshop attendees even in the tough times they are going through
 - Managing meetings and people: efficiently preparing for each team/client meeting with agendas and then minutes of the meeting with great meticulous facilitation and coordination
 - Presentation skills: great skills in presenting with multi-sensory tools to best attract people in a modest and practical way
 - Negotiation: acquired great negotiation skills through dealing with banks, investors and other funding institutions, besides negotiation of contracts with many suppliers for my clients
 - Interviewing: very good skills in reading people and matching their values with those of the clients'
 - Change management: succeeded in dealing with big changes that occur on personal and business levels and helped people deal with tough situations in their lives and businesses
 - Stress management: dealing with stressful situations on daily basis due to the overall environment and the daily problems with each client's teams
 - Mediation: always succeeding in mediating between partners, teams, suppliers, and other conflicting relationships in business

Specific experience in the region:

Country	Date from - Date to
Lebanon	2002-2022
Syria	2003-2011
Jordan	2004-2019
UAE	2005-2019
Kuwait	2010-2019
KSA	2010-2019
Oman	2012-2019
Qatar	2006-2019
Iran	2013-2016
Egypt	2013-2016
Algeria	2014-2015
Cyprus	2015-2022

• **Projects Achieved**

1. Initiated Saf7a Bayda a new CSR initiative supporting Lebanese women to start businesses from home in order to empower them economically and help them strengthen their family bonds. www.saf7a-bayda.com.
2. Supported in planning and organizing BLIS - Beirut Life Insurance Summit; more than 800 attendees from 10 countries, 8 international speakers and most of the life insurance companies gathered under one roof.
3. Supported in planning and organizing World Wellness Weekend at Phoenicia Beirut. An event done with the full collaboration of SPI - Sport Performance Institute and Radical Fitness to reduce stress and improve physical performance. More than 600 people attended this event.
4. Training for Lebanese Reforestation Initiative with USAID for 7 Nurseries/15 people on personal development, business planning, sales and marketing and created different management and financial tools.
5. WAAD Income management and personal development training of trainers for 30 social workers who support couples in their crisis situations. A project adopted by Lebanese Churches in preparation for wedding and conflict resolution.
6. Microsoft-Build Your Business-Training of Trainers for 20 NGOs with IIE (Institute of International Education) to help them spread the know-how on how to support their beneficiaries start their own businesses.
7. Welfare Association: soft skills – 15 sessions workshop for 15 young Palestinians on how to shape their own career. 2 groups already. And another program for entrepreneurial skills for a group of young entrepreneurs.

8. The Nawaya Network: training for refugees on entrepreneurial skills, business skills and employability skills. Several groups on different intervals. Project funded by Unicef.
9. Empowering Lebanese Entrepreneurs “ELE” - funded by MEPI: 16 days training for 2 groups of entrepreneurs to start their businesses in Lebanon. Each group consists of around 20 participants aged 25-40. The main purpose is to prepare their business plans. Modules covered were personal development, business planning, sales & customer service and management.
10. Moneysmart – by Eventa; a project funded by Byblos bank to empower youth enhance their financial literacy. The project was done in Beirut, Saida and Zahle for 2.5 days in each area, reaching almost 200 attendees. 9 modules were delivered; my role was in Smart Budgeting, Smart Investing and Smart Business.
11. Azadea with PHI Management: strategic thinking for shop managers in 8 countries in the MENA region (7 consecutive years for an average of 15-20 people each group).
12. With AMIDEAST (for 5 consecutive years):
 - a. Wrote 270 pages manual with practical tools for the Arab Women Entrepreneurs Program which was adapted to each of the following countries: Lebanon, UAE, Kuwait, Egypt and Morocco.
 - b. Wrote all Amideast Entrepreneur Institute’s material for “Start Your Own Business”. This includes: all manuals, facilitator guide, PowerPoint presentations, agreements, feedback forms, online material and other related tools.
 - c. Starting a business workshop (5 consecutive years-16 workshops for an average number of 15 people each. The program is 15 sessions of 3 hours)
 - d. Growing a business workshop (Similar structure to Starting a business)
 - e. Arab Women Entrepreneurs Program (4 consecutive years. Training 20 women to start and grow their businesses. Each is program is 15 full days training, 6 months follow up and mentorship)
 - f. Bank of Beirut Boot Camp for youth (3 consecutive years, average 20 people each)
 - g. Cives Mundi-Palestinian refugees (3 consecutive years, average 25 people each)
 - h. RET Liban training for Syrian refugees in Fih and Meryata for 20 people in each group. In the middle of the economic crisis: how to start a business, live decently, and how to get along with the Lebanese communities.
13. Development of several businesses like Sohi Wa Sarih, Cre8mania, Legacy Builders (Naji Haddad), 4 like april, Altronix engineering, Beauty for men, Contact printing, Future Training Center (Jeddah, KSA), Lina’s and Dina’s Diet Center (Kuwait), Joseph Chalhoub Real Estate Development, Le Lien Systemique, Mindfield Solutions, SPI-Fitness Planet, Veer Boutique Hotel, World Travel Systems, Zed for Marble and Granite, Z Factory, Navigsurleb, Blue Grapes, Keyrouz Bakery, Griffin, Eventa, Cleand and Clear, Robinson Agri, and many other projects in Lebanon and the MENA region.
14. Established internal training academies for Metlife-Lions Agency, Amideast, ORCA Fashion, Welfare Association, Sakr Real Estate & LIA Insurance. Tasks include:
 - a. Create trainees manuals
 - b. Train the trainers on each topic
 - c. Give the trainers customized PowerPoint presentations and tools
 - d. Assign activities and strategic plans for the attendees
 - e. Create training guidebooks for each topic based on the client's operations
 - f. Create customized videos to stay in the training library

- g. Automate feedback forms
 - h. Create online material
15. Several conferences and seminars held regarding the importance of entrepreneurship and sales in many exhibitions/events like:
- a. Beirut Marathon in 2006
 - b. Horeca in 2007
 - c. Careers in 2008-2009
 - d. Business forum in 2010-2012
 - e. Global Entrepreneurship Week conferences & BDL Accelerate in 2013
 - f. CSR in Action 2014-2016
 - g. TEDx Azmi Street speaker 2015
 - h. Many yearly speeches for university students and LOYAC about personal development and cash flow improvement
- o Many yearly speeches for different NGOs such as Red Cross, Rotaract, Leo, JCI about personal development, goal setting and income management.
 - o Mowgli UKLTH speech about SMART goals and KPIs -2016
 - o Gulfood 2016 - Dubai (Food security and allocation of resources)
 - o WAN-IFRA Training for the Women in Press in Jordan on Human Resources and Financial Management- 2016
- March 22-2012, Certificate of appreciation from The Cisco Entrepreneur Institute-AMIDEAST in the recognition for the dedication to the Institute and to the Lebanese Entrepreneurs
 - 2006- Fire Walker with Anthony Robbins's Unleash the Power Within
 - 2019-2020 Business Mastery Program with Anthony Robbins

Previous experience

Date from - Date to	Location	Company	Position	Description
2002-2005	Beirut	Metlife	Senior Consultant- Financial Advisor	Financial advisory for couples and corporates
1998-2002	Beirut	Credit Libanais Bank	Visa and risk management	Visa officer then rotation in branch and in risk management

Other relevant information (e.g., Publications)

- Monthly business tips articles since almost 5 years. Links available on the website: <https://www.expand-mena.com/blog>

Education:

Institution	Degree(S) or Diploma(s)
Notre Dame University 1997-2001	Business Administration-Banking & Finance Degree

Language skills: Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Arabic	1	1	1
English	1	1	1
French	1	2	2

Membership of professional bodies:

- Certified Management Consultant ©
- Member of the CMC-GI
- Founded the Business NET, a group with members from different entrepreneurial backgrounds focused on the joint development of a positive mental attitude and a productive business approach.
- Mentor and trainer with the Women Entrepreneur Initiative (WE) of BLC-Fransabank
- Mentor at the SME Toolkit Initiative
- Mentor and co facilitator with the Mowgli association
- Member of the HR Association of Lebanon HRAL
- Member of the Ideaz Prize's panel of expert (MTV)
- Judge for Grow My Business competition
- Volunteer at Injaz Lebanon

Other skills: (e.g. Computer literacy, etc.)

- Great command of Microsoft Office™ tools
- Great use of smart mobiles
- Great use of Google applications
- Great use of Mind Mapping software