



# Maurice Mouawad

Senior Executive Consultant

## Summary

Executive consultant with strong entrepreneurial instinct, solid startup and business management experience in a career spanning more than 15 years in international environment leading corporate to achieve strategic and business alignments.

## Personal Information

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Chartered Institute of Management Consultants



## Education

2010-2013

Doctoral studies in business and management (qualitative and quantitative research methods)  
Maastricht School of Management

2007-2009

Master in Business and Management  
IAE – Paris Dauphine – USJ

1997-2000

Master in computer science  
Notre Dame University



## Professional Development

June 2020

Certified Management Consultancy, CMC Global Institute

Ongoing

Investment Foundations Program  
CFA

Ongoing

Integrated Farm assurance program, (Global Gap)

Sept 2020

L3 HACCP Certified, Boecker.

Sept 2020

ISO 22000:2018 internal Audit certified, Boecker.

July 2020

Certified Water Efficiency Professional, CWEP, Association of Energy Engineers.

June 2020

Certified Carbon Reduction Manager, CRM, Association of Energy Engineers.

Jan 2020

Certified Social entrepreneur, IES Social Business School

Dec 2019

Certified Project Management Professional PMP, Project Management Institute PMI

Feb 2018

Certified Digital Business Strategies, Columbia Business School.

Sep 2017

Certified Digital Marketing Strategies, Columbia Business School.

August 2017

Certified Management Consultant, Chartered institute of management cons.



## Professional Affiliation

- Member of the certified management consultant Global Institute CMC-GI. [CMC-GI](#)
- Member of the Project Management Institute. [Pmi.org](#)
- Member of the Association of Energy Engineers. [AEE](#)
- Member of Berytech Talent Pool. [Berytech](#)  
<https://berytch.org/profiles/maurice-mouawad/>
- Candidate for the CFA investment program. [CFA](#).
- Member of the ISACA institute. [ISACA](#).



## Recent Experience



Dedicated Advisor, consultant and training service provider to MSMEs, tapping pain points such as scaling, access to finance, sustainability, product development and management, social impact, maximizing value delivery and risk management.



**Stanford | Seed**  
Stanford Institute for Innovation  
in Developing Economies



**Berytech**  
The Ecosystem  
for Entrepreneurs



Project consultant, conceptualizing and developing business case and benefits plan. Management of the project from ideation to prototyping and launching. Youjad.com is an e-commerce multivendor general merchandizing platform.



VIRIDIS is a venture capital investor in startups providing sustainable and eco-friendly environment solutions

Jan 20 – Ongoing

Independent Consultant

- Pre-qualified consultant service provider at the USAID LED Program for business support.
- Pre-qualified advisory service provider at the "European Bank for reconstruction and Development", EBRD, in Strategy, Operations and Marketing.
- Consultant at Stanford Seed transformation program.
- Mentor for the Young SDG Innovators Program YSIP
- SME Trainer at the International Trade center ITC.
- Coach at "ImpactRise" Program – Berytech.
- Business Advisor at WE4F – Berytech.
- Business Advisor at Tripoli Entrepreneurs Club.
- Business Advisor at LLWB - World Bank - Berytech.
- Business advisor and Trainer at Injaz – GIZ- Biat.

April 2018 – Sept 2019

Consultant & General Manager

- I conceptualized and devised the strategy of a multivendor E-Commerce Platform for inbound and domestic online shopping translating an idea into an executable viable model.
- Furthermore, I set all automated features rendering the platform to optimize logistics and provide appealing customer touch points in line with international standards.
- Major operational tasks include but not limited to Project Management, budgeting, conceptualization and design, GTM, recruiting and training, vendor traction, digital marketing on top of managing the technical development team. Product selection and portfolio management per category and sector to fulfill all market requirements.
- In no time, scaled as a startup, we moved from the ideation phase into vendor and customer traction phase.

Dec 2017 – March 2018

Board Advisor

A Three months project aiming to set an ICSR policy and a Fund raising strategy while evaluating the current VC investments and valuating the existing startups.



A vertical approach production company of electronics and household appliances delivering private branded products to retail. Concept built on optimizing the product mix strategy to elevate the consumer's value proposition by conceptualizing and executing brand creation and developing the related value chain in the Egyptian Market.

## Universal Distributors Egypt

A value added IT distributor carrying a large portfolio of hardware and software products. Delivering value added distribution and after sales service to the Egyptian Market.

Jan 2012 – Oct 2017 CEO – Managing Partner

From a negative P&L and a crises scenario into a leader in the supply chain of Household and consumer electronics with two privately owned brands:

- Leading cost reduction and capital expenditure optimization
- Fostering towards profitable scenario with 12% EBIT, 40% growth year to year from 2012 to 2016
- Business risk mitigation by expanding the product mix
- Change Management from a hierarchical to flat organization structure to adapt the increase in head counts from 18 to 120 personnel.
- Special focus on customer portfolio, widening the exposure and scaling sales while analyzing the voice of the customer matching supply and demand.
- Developed a portfolio of suppliers in several countries from china to Portugal, mitigating the supply risk and introducing new novelties in the field of home living to the Egyptian market.
- Responsibilities included but not limited to business strategy development, budget and commercial management, financial management and setting a value proposition that can sustain versus competitors business development at global.
- Adopting a balanced scorecard methodology to set KPIs and KSIs.



## Previous Experience

Jan 2005- Dec 2011 Managing Director

Kickoff starting from legal setup to fully fledged distribution and logistic arm covering the whole of Egypt with several famous IT Brands.

- Hands on in the creation of the legal entity and orchestrating the best setup for importation.
- Business development at large with corporate and modern trade.
- Risk mitigation and agility towards company's current assets.
- Developing brand portfolio with all the necessary budgeting and business planning needed to onboard international brands.
- Tapping on a major pain points and delivering service excellence and customer after sales satisfaction.
- Positioning the company as an imperative in the IT distribution arena.



## Personal Particular

Languages practiced: English, Arabic, and French