

AIN NAJEM– ST. THERESE BLDG. 1<sup>ST</sup> FLOOR  
METN - LEBANON  
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# ELIE DIAB

## PERSONAL INFORMATION

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Date of Birth: 16 March, 1985  
Nationality: Lebanese

## WORK EXPERIENCE

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2006 – Ongoing **Hoojoozat.com (part of Nakhal group)** – Beirut  
*Managing Director*

Hoojoozat.com is an online hotel provider dedicated for the Middle East and Gulf market, sells travel services for individuals and travel agents.

- Started up the company in 2006
- Developed the business model and business plan
- Designed the architecture of the system and all related modules
- Elaborated and developed the infrastructure of the system back office and front office
- Set the contracting strategy and strategically chosen suppliers
- Prepare marketing plans and strategy for B2B & B2C
- Elaborate media plans
- Staff training and recruitment
- Set and follow up on sales strategy
- Set company organization
- Follow up on operation issues
- Manage the staff
- Set yearly budgets and track them

2007 – Ongoing **Travel Systems** – Beirut  
*Managing Director*

Software development company specialized in offering for all actors in the travel industry, online reservation systems that will allow them to sell their services on the internet

- Started up the company in 2009
- Research and elaborate new technical developments ideas
- Meet with clients to understand their needs and offer to them appropriate technical solutions
- Manage the staff
- Set yearly budget and track them

2002 – Ongoing    **Nakhal & Cie** – Beirut

I handle different projects related to the development and expansion of the company.

## **EDUCATION**

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2009 – Ecole Supérieure des Affaires, Beirut – Lebanon  
**Masters in Business Administration**

2009 – ESCP, Paris - France  
**Diplôme d'études supérieures en management**

2003 – 2007        Université Saint Esprit Kaslik, – Lebanon  
**Bachelor of Science in Bio-Chemistry**

2003                Collège des Pères Antonins, Baabda – Lebanon  
**Baccalaureate – scientific, focusing on life sciences**

## **LANGUAGES**

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Arabic (mother tongue).  
French and English: Fluent (reading, speaking and writing)

## **INTERESTS**

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Cooking, Kung-Fu, Guitar playing, philosophy, strategy, business and technology readings