

Patrick Chemali

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ENTREPRENEURIAL

Sharp Lemon, Beirut, Lebanon — Founder & CEO

JUN 2011 - PRESENT | www.sharplemon.com

Sharp Lemon is a boutique digital media consultancy offering an innovative approach to project & program management, digital transformation, digital marketing and Telecommunications.

TELECOM: WEB DEVELOPMENT & IT

Alfa Telecom, Beirut, Lebanon - www.alfa.com.lb

Alfa is the rebranded name of Cellis.

— **Head of Web Development** - NOV 2007 - JUN 2011

- Established the Web Development team as the center of competency for all web development in the company
- Managed a 3-way project within the new billing system project to develop the customer self-care and the XML billing print solution
- Managed all projects to offer API interfaces and web interfaces within the company for multi-stakeholder projects (Marketing, Communication, PMO, Technical...)
- Introduced the company to Social Media

— **Senior Web Developer** - JUN 2004 - NOV 2007

- Single-handedly ensured business continuity during the transition between Cellis and Alfa on all corporate web platforms.
- Managed a 3-party project for rebranding the Cellis Website and Plugged portal into what became the first website for the new brand Alfa.
- Continuously suggested and introduced enhancements to the website and the intranet platforms and their satellite applications.

KEY SKILLS

Digital Transformation
Web Development
Social Media
Crisis Communication
Business Strategy & Marketing.
Lecturing/Facilitating
Entrepreneurship

EDUCATION & DEGREES

USJ / Paris Dauphine / Sorbonne
MBA International Paris
Class of 2011

Lebanese University
First Class Honours (BS) Computer Science
Class of 1998

Notre Dame Des Anges
French Bac
Class of 1990.

CERTIFICATIONS

Chartered Institute of Marketing
Professional Diploma in Marketing
Class of 2014 (incomplete certification)

France Telecom Mobile Liban – Cellis, Beirut, Lebanon

— *Web Developer* - SEP 2000 - JUN 2004

My work as the first web developer to join the company was focused on developing and launching the "Wanadoo" portal in Lebanon. Later rebranded as "Plugged", it underwent several development and enhancement cycles.

OGERO Telecom, Beirut, Lebanon – www.ogero.gov.lb

— *Web Developer* - SEP 1998 - SEP 2000

OGERO is the only PSTN (Landline) operator in Lebanon. Launched the very first website of the operator, The website was the first to offer customers the possibility to consult their bill online.

ADVERTISING & CREATIVE AGENCY

FP7/BEY, Beirut, Lebanon — Regional Digital Director Levant

FEB 2015 - JAN 2016 | www.fp7.com

Throughout 2015, I took on the job of building the digital arm of FP7 Beirut from the ground up, contributing with digital strategy, integrated digital campaigns, online initiatives, social media and all things binary in the Levant and Iraq markets for customers such as:

Mcdonald's, Byblos Bank, Jaguar-Land Rover, Bridgestone, Pizza Hut, Trust Holding, MasterChips...

INDEPENDENT CONSULTING

European Union Funded Project, Regional — Digital Expert

SEP 2014 - PRESENT

Facilitating international workshops on web development, digital and social media best practices in Crisis Communication for the EU-endorsed program assisting public institutions improve, enhance and optimize their existing operations in 5 countries across the Mediterranean

LOCATION SOLUTIONS, Dubai, UAE — Product Advisor

NOV 2013 - SEP 2014 | www.locationsolutions.com

Acting as an expert adviser on new digital products introduced by Location Solutions on top of existing and new location based services. Provided leads on potential collaborations and investments in innovative location based products and platforms.

LANGUAGES

Arabic: Mother Tongue

French: Fluent

English: Fluent

Romanian: Advanced

Spanish: Intermediate

SOCIAL CHANNELS

[linkedin.com/in/chemali](https://www.linkedin.com/in/chemali)

twitter.com/chemali

[instagram.com/pchemali](https://www.instagram.com/pchemali)

[facebook.com/patche](https://www.facebook.com/patche)

blog.chemali.org

PERSONALITY INDICATORS

Myers-Briggs Type Indicator (MBTI): *INTJ*

Predictive Index: Report available upon request.

REFERENCES & RECOMMENDATION

Consult [LinkedIn](#) for an extensive list. Additional contacts available upon request.

I2TC, Dubai, UAE — Senior Technology Consultant

DEC 2006 - APR 2008 | www.i2tc.com

Performed technical evaluation on solutions and platforms that the company was looking to invest in. Implemented quality assurance and provided detailed reports on findings.

Mapsolute ME, Dubai, UAE — Consultant for Customer Solution Delivery

DEC 2006 - APR 2008

Consulted on the following functions of the solution delivery life-cycle: concept design, technical oversight implementation, end-to-end testing and acceptance, training and Knowledge transfer.

Mapsolute was acquired by Nokia and became part of Nokia Maps.

HOBBIES

Foreign Languages

Advertising

Cinema & Theater

Public Speaking

Hiking & Outdoors

Photography

FACILITATING & TEACHING EXPERIENCE

Universite Saint Joseph, Beirut, Lebanon — Lecturer

MAY 2013 - PRESENT | www.usj.edu.lb

Lecturing on Digital, Mobile & Web Technology at the Masters program for Web Science & Digital Economy at the Faculty of Economics as well as the National Institute of Information & Communication (INCI).

Tamayyaz, Beirut, Lebanon — Facilitator

JUN 2011 - JUN 2012 | www.tamayyaz.com

Facilitating workshops for various business and people development courses, such as Time Management, Conducting Efficient Meetings....

Potential, Dubai, UAE — Facilitator

JUL 2008 - AUG 2008 | www.potential.com

Facilitating workshops for government and private sector institutions in formal arabic on Creative Problem Solving & Telecom 101 for non-technicals.

College de La Sagesse, Beirut, Lebanon — Teacher

SEP 1998- JUN 2000

Teaching the official curriculum for technical school elementary computer science courses to Electronics & Topography majors