

Santiago Haddad

Lebanon | Male | 24

EXPERIENCE

- Consulting Intern at Bain & Company (6 months): Assisted in strategy research for consumer goods clients, prepared slides and data summaries for client meetings, collaborated with a team of 6 consultants, participated in client workshops, contributed to brainstorming sessions for marketing strategies, conducted competitor analysis and trend reports.
- Business Analyst Intern at Carrefour Middle East (6 months): Supported the business development team in analyzing sales trends, preparing weekly dashboards, assisting with operational recommendations, and drafting presentations for management. Participated in cross-functional team meetings with supply chain, finance, and marketing departments.

EDUCATION

- Bachelor in Business Administration, American University of Beirut, 2022: Courses included Strategic Management, Marketing Analytics, Operations, International Business, Financial Accounting.

Completed a market entry study for a GCC region FMCG company, conducted data analysis on local competitors, and drafted a strategic recommendation report presented to faculty advisors.

SKILLS

Excel (data analysis, dashboards), PowerPoint (presentations), Market Research, Strategy, Teamwork, Communication, Project Management

LANGUAGES

English (fluent), Arabic (native), French (intermediate)

CERTIFICATIONS

Microsoft Excel Expert, Certificate in Strategic Business Management

HOBBIES

Swimming and coaching local youth sports teams, reading historical and business biographies, traveling for cultural immersion, organizing charity events and workshops for women entrepreneurs

REFERENCES

- Rami Khalil, Consultant at Bain & Company, rami.khalil@bain.com
- Nadine Khoury, Faculty Advisor, nadine.khoury@aub.edu.lb

ACHIEVEMENTS

- Internship Excellence Award at Bain & Company 2021
- Recognized for contribution to internal consulting