

SAMER ABI FARAJ
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PROFESSIONAL SUMMARY:

With 17 years' experience in the Financial and Credit Card industries I have gained an excellent reputation for leading and managing a number of successful projects, dealing with stakeholders, business owners, resolving problems, optimizing solutions, and driving the overall business.

PROFESSIONAL EXPERIENCE

International & Communication Systems (ICC Group)

Project Manager Consultant

Beirut, Lebanon
Oct 2023 – Present

Main Responsibilities

- Lead the team and grow the FinTech organization.
- Help the team(s) master the newest development tools, workflows, and business processes.
- Mentor and guide the internal team on the business and technical aspects.
- Stay current with industry trends and best practices in service delivery for FinTech and integrate innovative approaches to enhance overall effectiveness.
- Collaborate with the management team to contribute insights and strategies that support the growth and success of the FinTech division.
- Play a customer-facing role when needed to drive adoption of the company's services & solution for the FinTech Sector.
- Understanding the conceptual functioning of all technical/ functional requirements within the customers' environments
 - BackBase Academy
 - Completed the BackBase Project Manager
 - Completed the BackBase Business Owner
 - Completed the BackBase Business Analyst
 - Completed the BackBase Solution Architect

AM Bank s.a.l

Head - Project Management

Beirut, Lebanon

2015-2022

Main Responsibilities

- Meet with the business owner to coordinate and prepare for the planning the business document as well as define the over-all project scope.
- Lead the preparation of the business analysis and documentation.
- Perform activity planning with selected project team members to ensure individuals and/or groups realize the tasks under their responsibility.
- Collaborate with vendors to ensure business requirements are properly relayed and understood.
- Develop project timelines in coordination with vendors and third-party provider.

- Follow-up with related parties to ensure milestones and overall project timeline are on track.
- Manage the software development and technical teams throughout the project life cycle from initiation until migration and go live.
- Guide with development and testing teams to solidify the project objective and align with the project timelines.
- Direct the teams during the user acceptance testing to confirm the implementation aligns with the business requirements.
- Generate project status reports to upper management and shareholders.
- Support and train individuals during soft launch and full go-live implementation.

Major Projects (Current and completed)

- ❖ Plan for an instant issuance solution for Card portfolio by performing vendor selection, software, hardware, and cloud requirements. Design the solution architecture with business and IT teams.
- ❖ Lead the online and mobile banking project, features include transfer, transaction history, Account maintenance, peer to peer services, payments, and many others.
- ❖ Ensure the successful integration of bank's core system with the customer's onboarding platform.
- ❖ Plan for major Visa/MasterCard mandate by coordinating with providers to ensure the successful migration from our 6-digit BINs to 8-digit BINs.
- ❖ Head the full migration of the credit card management system by meeting provider, business owner, departments to ensure all requirements properly documented, reviewed, and approved. Development by vendor and review by AM Bank team underway before we commence with testing, UAT approval and go-live dates.
- ❖ Manage the card management system vendor selection process by studying ten different local and international vendors and short-listing based on business and solution requirements reaching three final vendors, with pros and cons for each and recommendation to stakeholders.
- ❖ Lead and coordinated with business and vendors on the successful implementation of the 3D Secure solution both Visa and MasterCard.
- ❖ Steer projects for the implementation of multiple products and services.
- ❖ Govern the PIN solution project with the business and vendors on the digital platform and ATMs.

**Al-Mawarid Bank s.a.l
System Manager**

**Beirut, Lebanon
2013-2015**

Main Responsibilities:

- Responsible for the card management system and integration with the core.
- Coordinate with business and IT on the requirements and solution architecture properly relaying to third party provider.
- Train personnel on the card management system.
- Develop and execute, in coordination with our third-party provider, all products and services on the Card Management and Core system.
- Communicate with vendors and Third-Party Provider technical team on the business requirements and suggest solutions that can either help to optimize or reduce timelines.

Main Projects:

- ❖ Lead the migration from our mag-stripe cards to EMV.
- ❖ Guide the digital transformation of systems functionalities on the stores (Android and iPhone).

- ❖ Introduce a solution that facilitated and positively impacted the customer experience. (Automatic card switching and the e-statement design).
- ❖ Identify parameters in the system which introduced a revamp of our debit interest calculation methodology.
- ❖ Responsible for the successful implementation of products and services.

**Al-Mawarid Bank
System Administrator**

**Beirut, Lebanon
2006-2013**

Main responsibilities:

- Administer project and development of the card management system.
- Managed the full migration of the old card management system to a newly acquired card management system. Handling the projects scope, organization, coordination with departments, implementation and testing.
- Responsible for all in-house changes and development.
- Follow up projects' status with our third-party provider.
- Setup and implemented a new Bonus Point service on the card management system.
- Testing new TPP solutions and fixes before implementation.
- Database performance and tuning maintenance (Maintain indexes, analyze tables, partitioning)
- Data accuracy and standardization.
- Scripts for changes to the database. (All changes are coordinated with our third-party provider)
- Replication maintenance and monitoring.
- Automate the embossing solution.
- Responsible for Al-Mawarid's E-banking program.

EDUCATION

**American University of Beirut
Bachelor of Science**

**Beirut, Lebanon
June 2001**

2000-2001 Professor's Assistant – American University of Beirut:

Due to my previous work as a research assistant using OpenGL, I was asked by my professor, during the fall semester, to provide lab hours for any student seeking help in a graphics course which mostly stressed on the program OpenGL.

1999-2000 Research assistant – American University of Beirut:

Suggested project enhancements, having specifically to do with the enrichment of light and color of various objects and shapes, in the field of computer graphics, using programming languages such as Visual C++ in collaboration with OpenGL.

**Lebanese American School
High School Diploma**

**Khaldeh, Lebanon
June 1996**

- Graduated with Honors
- Student of the Year

CERTIFICATES:

- Amazon Cloud Practitioner 2023
- Project Management Professional (PMP) 2018
AmidEast, Beirut-Lebanon
- PCI-DSS certification 2011
Liquid nexus, Beirut-Lebanon
- Oracle Developer (Oracle Certified Associate) 2011
Formatec, Beirut-Lebanon
- Microsoft Certified Systems Engineer 2003
National Academy of Technology, Kfershima-Lebanon
- Microsoft Certified Professional in Windows 2000 2003
(Professional, Server, Active Directory, Infrastructure)
- A+ certificate 2002
MTC Hamra-Lebanon

FREE TIME INTEREST:

Architected, Designed, Analyzed and Developed a strategic trading platform which studies market trends and automatically creates buy/sell orders as well as dynamically adds, modifies, and closes trades to capture profits and minimize risk.

Self-research in the field of the FOREX market, for a number of years, and gained the knowledge to build an automated trading platform, which is continuously improving, for automatic trading and profit generation.

ACHIEVEMENTS:

- Time Commitment Awards (2006, 2007, 2008, 2016)
- Creativity Award (2018)
- Management Award (2021)

EXTRACURRICULAR ACTIVITIES:

- Reading
- Automation development
- AI, Blockchain and Crypto
- Basketball

REFERENCES: Available upon request