

Hala Nasri

Contact Details

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Education

Hankuk University of Foreign Studies, Seoul, South Korea 2017 - 2019

Bsc in Business Administration

American University of Beirut, Beirut, Lebanon 2013 - 2015

Business experience

Nasri Group of Companies, Erbil, Iraq June 2015 – Current

Largest real estate development company in Iraq. Also operates in distribution, hospitality, and manufacturing.

Chief Operating Officer, Real Estate Development

- Developed innovative method to improve customer management, relations, and asset handling; resulted in claiming US\$6m in delayed payments and facilitated unit delivery over next 5 months
- Established and led a team of 10 in remodeling marketing strategy by incorporating social media and outreach programs; resulted in 47% increase in number of rented units over 3 months, with a regularly increasing monthly let rate
- Renegotiated contracts with local and international suppliers from India, China, Turkey, and Oman; resulted in a decrease of US\$6.7m in value of materials needed to be bought
- Headed a reevaluation of designs plan with a team of 4 by studying more efficient methods of construction; resulted in saving US\$8.3m

Senior Developments Manager

- Oversaw construction and development of the US\$700m Justice Tower in Erbil; successfully shortened project schedule from 2 years to 9 months and avoided penalties

- Implemented alternative business strategy for Justice Tower after drop in real estate demand caused by armed conflict in Iraq; captured 20% of otherwise lost tenancy revenue
- Conducted extensive market research to forecast let rates and optimize pricing model for company owned real estate investments; resulted in a 32% increase in return
- Reorganised work schedule of steel workers; resulted in improved production time of key steel elements from 3 years to 13 months
- Spearheaded and managed effort to deliver humanitarian aid to roughly 2000 ISIS refugees by converting an office building project into temporary housing

Senior Data Analyst

- Identified a flaw in administrative and legal paperwork; led to legal action in reclaiming US\$9m from individuals that had taken advantage of a loophole in tenant contracts
- Devised and oversaw a plan with both financial and legal departments to claim delayed payments from tenants; resulted in US\$2.2m collected within 1st month and stabilised monthly income

Additional information

Nationality Lebanese / Iraqi

Languages English (Fluent) , Arabic (native), Korean (intermediate) , Turkish (intermediate)

Achievements Dean's Honor List for 4 consecutive semesters at AUB