
Salem MARAFI

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EDUCATION

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|-------------|---|----------------------------|
| 2012 - 2014 | IESE BUSINESS SCHOOL Master of Business Administration (MBA Program) | BARCELONA, SPAIN |
| 2007 - 2008 | UNIVERSITY OF MANCHESTER MSc. Marketing | MANCHESTER, UNITED KINGDOM |
| 2002 - 2005 | OREGON STATE UNIVERSITY BSc. Management and MIS | OREGON, UNITED STATES |

EXPERIENCE

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|--------------------------|---|------------------------|
| Jun. 13 - Sep. 13 | FACEBOOK Facebook gives people the power to share and make the world more open and connected. | DUBLIN, IRELAND |
| <i>Jun. 13 - Sep. 13</i> | <i>MBA Intern</i> <ul style="list-style-type: none">• Designed and implemented a tool to transform big data using Hive SQL ready for econometric modelling.• Created econometric models using SPSS and KNIME to empower planning tools with the ability to predict advertising performance across markets with a high degree of accuracy.• Built a web-based tool using Apache, Unix, HTML5 and JavaScript to make regression models operational. | <i>Dublin, Ireland</i> |
| Jan. 06 - Jul. 12 | NATIONAL BANK OF KUWAIT NBK is the leading financial institution in the region and has extended its franchise throughout a large international network. NBK was named 'Best Bank in the Middle East' by Global Finance, Euromoney and The Banker. | KUWAIT, KUWAIT |
| <i>May 11 - Jul. 12</i> | <i>Project Manager</i> <ul style="list-style-type: none">• Managed a project with 40 members to meet Small and Medium Business needs and grow profits by USD 92 million.• Led a team of 120 members including internationally based developers to launch the bank's first mobile banking application that achieved a 40% uptake and annual savings of USD 120,000.• Launched the bank's subsidiary website by managing and facilitating communications with vendors.• Implemented a call center upgrade by representing and communicating the business needs to IT project managers. | |
| <i>Sep. 08 - Jul. 11</i> | <i>Channel Manager</i> <ul style="list-style-type: none">• Formulated a channel mix that increased usage by 60% and focused on delivering value by using customer behavioural data to design the main distribution channels.• Pioneered the bank's social media efforts and acquired an online follower base as large as 19% of the bank's total base. The success of the initiative led to the establishment of a dedicated digital and social media department.• Conceptualized and directed the first revamp of the bank's marketing website and used Google Analytics to measure performance; visitors increased by 40% and bounce rates dropped by 8%.• Identified USD 15 million in savings over 5 years by renegotiating contract terms as they expired and retained important relationships with critical partners and suppliers.• Increased cash utilization to 87%, compared to an industry standard of 75%, by analysing the levels of idle cash in the network and creating a process for projecting demand for cash.• Improved channel availability to 99% by aggregating data and developing action plans to eliminate service outages.• Designed a process aimed at systemically reducing claim resolution time by facilitating communications between the branch network and the back offices. Resolution time improved by 79%. | |
| <i>Jan. 06 - Sep. 07</i> | <i>Project Leader</i> <ul style="list-style-type: none">• Executed a plan directed by McKinsey & Co. aimed at achieving 40% migration of deposits from traditional to self-service channels within 1 year. We exceeded expectations reaching 65% migration in 1 year.• Assisted in implementing the first company-wide intranet by assessing requirements and coaching staff. The site receives over 1 million monthly impressions and is the prime knowledge base for employees. | |

LANGUAGES

Arabic: Mother tongue
Japanese: Basic

English: Excellent
Spanish: Good

GENERAL INFORMATION

Websites Launched

- KuwaitPaperDump.com - founded Kuwait's largest non-profit digital archive of paper advertisements making information searchable.
- Darmuseum.org.kw - designed the royal family's art exhibit that helped build awareness and generate traffic to events.
- 7achy.com - created an award winning online dictionary of colloquialisms aimed at improving the understanding of Kuwaiti culture.

Hobbies and Interests

- I often design websites free of charge to network with entrepreneurs.
- I enjoy long distance running, weight lifting, football, and reading business books.

Certifications and Skills

- Certified PRINCE2 project management practitioner.
- Certified Olayan School of Business (AUB) management and leadership programme.