



DANA AMHAZ

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With a dynamic career spanning two decades, I have gained extensive experience across diverse sectors, specializing in training, project management, and development. I have recently joined Whish Money, where I focus on leading customer support and operational excellence. In this role, I remain committed to driving impactful growth and fostering positive change within organizations and communities across Lebanon and the broader region.

PROFESSIONAL EXPERIENCE

Whish Money

Director of Customer Support & Operation

Beirut, Lebanon
Sept. 2025 – Present

- Leading customer support & operational strategies to enhance customer experience & streamline service delivery.
- Driving innovation in support channels and ensuring operational excellence across departments.
- Managing cross-functional teams and aligning operational goals with corporate strategy.

Bank Audi SAL

Head Office

Beirut, Lebanon
June 2013 – June 2024

Head of Unit - Digital Banking – Call Center Unit – Workforce Management (Jan '22 – Jun. '24)

Team Leader - Branches Network Management Exp. & Project Implementation (June '18 – Dec. '21)

Senior Officer - Branches Network Management Exp. & Project Implementation (June '13- June '18)

- Lead training strategies from the design to the implementation phase including developing training material, resources, and presentations tailored for employees' growth.
- Deliver training programs and manage support channels for employees in alignment with service level standards.
- Manage all system accesses and their related implications on licensing and budget.
- Conceptualize and develop operational quality plans to achieve the laid out strategic objectives towards sustainable development.
- Coordinate communication between upper & lower management, facilitated by solid expertise in CRM.
- Liaise across branches to ensure implementation of procedures, and project components.
- Conduct market analysis for all branches, gathering and analyzing data and for project monitoring and evaluation objectives.
- Provide mentorship to front line employees in handling clients, to preserve the professional image of the bank.
- Train and coach personal bankers & relationship managers on Customer Service, Marketing and Sales skills, in addition to Customer Retention workshop and Soft Skills training.

Middle Eastern Banks

Practiced Trainer

Middle East
June 2010 – Present

Asiacell Telecommunication in Erbil & Sulaymaniyah

Qatar Financial Center (QFC) in Qatar

Dofar Bank in Muscat

Oman Arab Bank in Muscat

Arab Bank in Jordan

Morgan International (Marketing Certification CIM – 4 sections)

Azadea Group (Marketing for Brand Managers)

Adnan Kassar Beirut Center

- Taught Problem-solving & Decision-making and presented Managing Workplace Projects.
- Trained bank employees in Customer Relationship Management, and Customer Retention & Leadership.
- Trained Telecommunication employees on Optimizing Marketing positioning, & Managing, Monitoring, & Improving Customer Experience.
- Trained employees in enhancing sales skills to help achieve higher customer retention rates.
- Conducted enhanced marketing training for area & brand managers, allowing them to have a clear, adapted vision when selecting marketing strategies to operate in different geographical areas.
- Presented consumer behavior trends to bankers working in the Middle East & Gulf Area.
- Trained HR professionals from Lebanon & Gulf countries in the process of recruiting suitable candidates with high potential.

University Instructor
Business Major

Courses: (Marketing, Management, Hotel Management, Entrepreneurship & Family Business, Macro & Micro Economics)

Universities:

Lebanese American University

Phoenicia University

Hariri Canadian University

American University of Science & Technology

Lebanese International University

Arts Sciences & Technology University

Lebanon

June 2003 – Present

- Design and develop course curriculum, including syllabi, assignments, and assessments.
- Deliver engaging and informative lectures, discussions, and presentations to students.
- Facilitate interactive learning experiences through activities, projects, and group work.
- Provide constructive feedback and guidance to students to enhance their academic performance.
- Provide guidance to students in selecting the business path that aligns with their prospective careers.
- Stay updated on developments in the marketing and management fields and integrate relevant knowledge into teaching practices.
- Participate in faculty meetings, committees, and professional development activities.
- Collaborate with colleagues to improve teaching methods and share best practices.
- Fulfill administrative duties such as grading assignments and maintaining records.

EDUCATION

Masters of Business Administration (MBA)

Webster University

St. Louis, Missouri, United States of America

2001 - 2003

Bachelor Degree in Hotel Management with Minor Accounting

Lebanese American University | Honors List & Dean's Honor Roll every semester

Beirut, Lebanon

1998 - 2001

PROFESSIONAL CERTIFICATIONS

- **Strategic Leadership Simulation** (Michael Kouly) | 2016
- **Train the Trainer** (Certification Number: 3015) | 2015
- **Conflict Management** (Armen Balian, LCRN) | 2014

ADDITIONAL SKILLS & INTERESTS

- **Languages:** English (fluent), Arabic (fluent).
- **IT skills:** Office Pack (Excel, Power Point, Word), CISCO, Flexcube, NewGen, Power Card, Qlickview access point, CRM Dashboard (connects the process from the calling client request, channeled to the right department until handled & closed).
- **Soft skills:** Interpersonal communication, leadership skills and the ability to motivate. Communicated and worked cooperatively with international teams and senior management in major world academic and financial centers. Proven skills in planning, prioritization, administrative skills, and research. Enthusiastic, energetic, and highly committed lecturer.
- **Interests:** Sports (scuba diving, jogging, tennis & swimming), Learning new skills, Reading, Traveling.

REFERENCES

Available upon request.