
Lisa Chrabieh Beyrouthi

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PROFESSIONAL SUMMARY

Accomplished and multidisciplinary professional with over 25 years of experience in marketing, management, sociology underpinned by a strong academic foundation and a passion for education and research. Holds a Master degree in Marketing and Bachelor degree in Management, along with a Bachelor Science degree in Sociology that deepens insight into consumer behavior, cultural dynamics, and organizational development. Currently pursuing a PhD in Human Sciences with a minor in Tourism Management, driven by a strong commitment to academic inquiry and innovation. Experienced university lecturer and executive trainer, having taught at leading academic institutions and conducted professional development programs across diverse sectors. Skilled in developing syllabi and curricula that integrate theory with real-world application. Actively preparing two scholarly articles for publication in indexed journals, reflecting ongoing engagement with cutting-edge research. Combines expertise in strategic marketing, sustainable management, and sociological analysis to promote innovation, excellence, and human-centered practices in both academia and industry.

CORE COMPETENCIES

- Research and analytical skills
- Strategic Marketing & Brand Positioning & Management
- Content Creation & Academic Campaign Management
- Market Research & Competitor Analysis
- CRM Tools & Marketing Automation Platforms
- Digital Marketing & Social Media Strategy
- Hospitality & Customer Experience Management
- International Business Protocol & Etiquette
- Banquet & Events Management
- Strategic Marketing & Sales
- Curriculum Development & Instruction
- Conflict Resolution & Team Building
- Quality Control & Operations Management
- Leadership & Mentoring
- Training & professional development

ACADEMIC BACKGROUND

2024 ongoing	<i>Saint Joseph University</i> - Beirut, Lebanon PhD Human Sciences – Tourism Management
2008 – 2011	<i>Lebanese University</i> , Beirut, Lebanon Bachelor of Arts in Sociology
2002 – 2004	<i>Lebanese American University</i> , Beirut, Lebanon Master in Business Administration – Major in Marketing
1996 – 2000	<i>Université Saint Esprit Kaslik</i> , Lebanon Bachelor in Business Administration – Major in Management
1982 – 1996	<i>Collège des Soeurs des Saints Coeurs</i> , Bickfaya, Lebanon Lebanese Baccalaureate – Philosophy

ACADEMIC EXPERIENCE

Instructor | Sagesse University – Ecole Hôtelière de Lausanne

Jan 2023 – Present

- Teach undergraduate courses and master course including Conflict Management, Hospitality & Customer Experience Management, Protocol & Etiquette, Strategic Marketing and Management.
- Develop innovative course materials and ensure interactive and engaging delivery.
- Evaluate student performance through assignments, exams, and case studies.

Instructor | Saint Joseph University – IGE

Sep 2018 – June 2025

- Deliver courses in Marketing, Protocol & Etiquette, Art of Service, Banqueting, Quality Management, Customer Experience and events management.
- Mentor students and facilitate workshops to enhance industry knowledge.
- Mentor students to implement their events.(Gala dinner at Phoenicia, Wellbeing and Sound healing event, Rally Paper, Paddle Tournament...)
- Develop and assess educational content including exams, assignments, and projects.
- Led the organization, implementation, and oversight of the inauguration of the Culinary Lab and Gastronomic Restaurant.
- Oversaw the complete launch of the Gastronomic Restaurant—from concept to execution—

including purchasing equipment, coordinating kitchen setup, and ensuring operational readiness.

- Facilitated the introduction of École Ferrières to USJ and supported the successful finalization of the Memorandum of Understanding between both institutions.
- Supervised students' summer internships in collaboration with partner hotels to ensure quality experiential learning.
- Established and nurtured partnerships with leading hotels to provide students with hands-on professional experience and industry exposure.
- Organized and implemented the students On Campus welcome day.

Trainer | Menape Academy

March 2015 – Present

- Conduct training programs on Professional Etiquette, Customer Service, Dining Etiquette and Emotional Intelligence for different clients in Lebanon, Jordan, KSA and Qatar in the HORECA, Telecom and self-development fields.

Trainer | LAU – American Continuous Education

Oct 2024 – Present

- Designed and delivered tailored training programs on Time Management for Matelec Group.
- Co-developed the HORECA Operational Leadership Diploma in collaboration with the ACE-LAU team.
- Initiated and led meetings with the Syndicates of Hotels and the Restaurant & Caterers Union, culminating in the successful signing of a Memorandum of Understanding during the HORECA Exhibition.
- Facilitated the signing of an MoU between LAU-ACE and Aphrodite Consultancy and Training Company in Egypt to expand regional collaboration and professional development initiatives in the hospitality sector.

PROFESSIONAL EXPERIENCE

Founder & Trainer | MENAPE Protocol & Etiquette Academy

Sep 2016 – Present

- Develop training programs in protocol, etiquette, hospitality, and customer experience.
- Oversee strategic planning, financial management, and operational logistics.
- Lead professional development programs for industry professionals.

Executive Director | B.Trade SAL (Yogorino Italian Franchise)

Jan 2011 – 2019

- Managed company operations, purchasing, and supplier negotiations.
- Developed and implemented sales strategies, training programs, and quality control measures.

Brand Manager (Vileda & Pyrex) | Khalil Fattal & Fils Group – Columbus SAL

Oct 2005 – Jan 2008

- Handling P&L, A&P, Retail Audit analysis and Competition Reports
- Dealing with advertising agencies for ATL activities
- Organizing focus group studies and promotional aspects of each brands
- Managing a team of 10 salespersons and coordinating with the cash van and key account managers

Brand Manager (Braun, Leifheit, Soehnle, Pyrex, and Kärcher) | Khalil Fattal & Fils Group – Magnet SAL

Oct. 2003 – Oct. 2005

- Managing the relationship with all related Key Accounts
- Handling Corporate Relationship with suppliers
- In charge of B2B sales activities

Direct Sales Manager directly handling Corporate Relationships with suppliers | Khalil Fattal & Fils Group - Magnet SAL

Sept. 2002 – Sept. 2003

- Succeeded in establishing the Kärcher Door-to-Door activity
- Managing 8 Unit Managers and 120 Sales Consultant
- Established a Sales Motivation Scheme
- Reached the forecasted sales target

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT —

- Méthodologie de la recherche - AUF
- AI in Business, LAU – ACE
- AI in Education – ESCWA
- Publication Scientifique - AUF
- Certificate in AI Tools, USJ-CFP
- Executive Certificate in Leadership, USJ-CFP
- International Protocol Manager Training, Protocol School of Washington
- Digital Marketing Seminar, MarkEdu
- Conflict Resolution, Rotaract Club

RESEARCH & PUBLICATIONS

- **Sustainable Tourism and Guest Houses in Lebanon Amid Crises (*In Progress*)**
- **Contribution de l'IA à l'optimisation des pratiques de développement durable dans les maisons d'hôtes libanaises en temps de crise (*In Progress*) acceptée par l'AUF-Avril 2025**
- **Peace Through Sustainable Tourism perspective (*In Progress*) accepted by AUB and was discussed at the 'International Association for Business and Society Conference in Maastricht' April 2025**

LANGUAGES

- Arabic: Native
- French: Fluent
- English: Fluent

AFFILIATIONS & INTERESTS

- Active Member, Min Albi NGO
- Former Member, Rotaract Club Beirut
- Sports: Boxing, Tennis, Horse Riding, Yoga
- Interests: Reading, Traveling, Music, Hiking, Cooking