AAC CONSULTANCY

WE PLAN YOUR FINANCIAL FUTURE

ABOUT US

AAC is a strategic business advisory firm based in Lebanon with a regional and international network.

AAC provides a wide range of services to help establish and/or grow your business. No matter how difficult the challenges, AAC stands side by side with its clients with a high sense of commitment to enable them achieve their visons and goals.

With the help of a cross-functional team of consultants with a vast knowledge and experience in different business fields, we provide each client a technically superior implementation, delivered on time and on budget.

Our services offer a unique blend that combines advisory, consulting and business planning. We have formed strategic alliances with highly experienced specialists to provide unique and practical comprehensive services in each area, including corporate strategy, business restructuring, implementing, operating and developing business systems.

We will strive to implement a long term relationship with our clients and we're here to solve the critical business issues faced by individuals and institutions.

OUR MISSION

AAC aims at delivering high-end specialized business consulting services with end-to-end support to avoid costly mistakes, save management time, and add value to their clients and genuinely assist them in achieving their strategic objectives.

OUR VISION

Become the most prominent boutique management consultancies firm regionally and globally, as well as the trusted advisor to entrepreneurs and organizations that are seeking to take the next steps in their development.

WHY AAC

IMPACT
We work side-by-side with our clients to build a lasting high impact and create an unprecedented value within their businesses and organizations.

CLIENT CENTRIC
We solve the challenges faced by our clients with end-to-end services and vigorously endorse business transformation.

KNOWLEDGE TRANSFER
We empower companies to maximize their performance by supporting organizational development, accelerating team performance, providing financial services.

INNOVATION
We bring success to our clients, continuously contribute toward enhancing their corporate value, care for people and deliver results through innovation.

COLLABORATION
We combine in-depths customer insights with practical expertise in operations and economics to help our clients create sustainable, organic growth.

FLEXIBILITY
We excel at helping clients through challenging periods in a business cycle.

INDUSTRY EXPERTISE

OUR SERVICES

Business Ideation

1

- ►Ideation & Feasibility Analysis
- ►Business Value
- ►Demand Assessment
- ►Skill & Dependency
- ►Concept Development & Design
- ►Compliance

Organizational Excellence

2

- ►Strategic Planning and Performance Optimization
- ►Innovation and Creativity Solutions
- ►Organizational Growth Solutions
- ►Management through improvement of operations and cutting costs

Human Capital Advisory & Training

3

- ►Optimizing Productivity
- ►Talent management and personnel development
- ►HR system transformation
- ►Professional training and awareness campaigns
- ►Develop performance management systems

OUR SERVICES

Strategy Formulation

4

►Market Entry and/or Planning Strategy
►Business continuity planning
►Create competitive advantages through strategic planning and performance optimization
►Identify investment opportunities and develop robust business cases
►Business Plan Writing
►Marketing Strategy & Planning
►Company Structure
►Products & Services

Business Transformation

5

►Business Model Transformation

►Intellectual Property Value Add

►Change Management by bridging the gap between strategy and execution

►Business portfolio strategy

►Organizational design/redesign

Legal Advisory

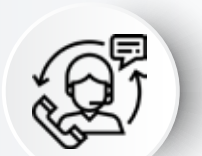
6

►Negotiation on legal business issues

►Legal analysis and research

►Advisory on legal opinions

OUR SERVICES



Customer Relationship Management

7

- ►Customer experience management planning/implementation
- ►Sales strategy planning transformation support
- ►Customer insight marketing planning/implementation
- ►Customer intelligence planning implementation

Economic, Industry, and Company Analysis

8

- ►Economic Opportunity Analysis
- ►Industry Scenario Analysis
- ►Market Research & Survey
- ►Market sizing & forecasting

Commercial Due Diligence

9

- ►Business Planning Review
- ►Gap Analysis
- ►Business Plan Modification
- ►Design & Format
- ►Measurement techniques

OUR SERVICES

Financial Analysis

- ►Financial Modeling
- ►Cost & Pricing Analysis
- ►Sales Projection Modeling
- ►Valuations
- ►Equity Dilution Strategies

10

Implementation Support

- ►Analyzing Business Requirements
- ►Development and/or Review of operating processes, policies, and Procedures manuals
- ►Governance Framework
- ►ERP
- ►Technology Risk Management & Support
- ►Embed sustainable principles in company's strategy, operations, culture

11

Capital Structure and Financing

- ►Screening Opportunities
- ►Earn the highest possible risk-adjusted return
- ►Advise on capital structures and financing
- ►Portfolio Review and restructure
- ►Financial Planning Analytics
- ►Debt Advisory
- ►Fund Sourcing in form of debt, equity, or hybrid instruments
- ►Optimize organization's capital structure
- ►Deal Closing

12

OUR SERVICES

Corporate Finance Strategy

►Review, enhance, or build capital allocation processes

►Provide independent analysis to optimize the portfolio

►Employ predictive modeling to solve financial problems

►Facilitate decision making and achieve better business outcomes

►Analyze the impact on value and risk of alternative complex transaction structures/capital structure

13

Mergers & Acquisitions

►Identify potential acquisition targets that suits its business strategy

►Screen opportunities and conduct target assessments

►Negotiate with target assets owners to establish deal terms

►Detailed Investment Material

►Coordinate with legal counsels on deal documentation

►M&A studies

►Organize signing and closing

14

Working Capital Management

►Investor relations management

►Nurture expansion, new product development or restructuring of the company's operation, management or ownership.

►Optimize Working Capital

►Asset Lifecycle Management

►Accounting and Tax Consultancy

►Internal Audit Services

15

MANAGING DIRECTORS & PARTNERS

Andre Abi Chedid
Managing Director

Over 20 years of experience leading client engagements related to business consulting, corporate strategic partnership, and business development. Strong analytical skill set with a record of effectively identifying high-quality strategic partners, cost-effective planning, and value-added strategic ventures to facilitate collaborations. Agile critical thinker, creative problem solver, and innovative strategist with strengths in managing cross-functional, cross-country projects, communicating complex business ideas, and influencing management teams. Solid history of success in determining overall business viability, investment risks & returns along with good understanding of clients banking needs, their creditworthiness, provide them end-to-end financial solutions and persuasive in negotiating terms. He holds a B.A. in Banking & Finance, a B.A. in Audit and an MBA.

Eddy Khoury
Managing Partner

Eddy is a highly skilled executive turnaround achiever with deep knowledge in the banking field. He is a business developer and an innovative marketer with more than 30 years of experience in breaking the stagnation in different local and regional environments. He has deep multimarket experience and successful track record of driving transformation business growth in a wide range of emerging and developed markets with diverse economic, political, social and regulatory framework. He holds a masters of science in Applied Economics from Saint Joseph University. He has also obtained many certificates and has participated in more than 70 seminars related to banking.

Ziad Nasrallah
Managing Partner

Ziad has 18+ years of experience in consulting, advisory and private equity in Europe and the Middle East. He was Managing Director at Growth Gate Capital, a regional private equity company. He also worked at The National Investor within the private equity team and Istithmar World, the investment arm of Dubai World. Ziad started his career at Bain &Co. and was part of the team who launched the ME office of Bain in Dubai. He holds a bachelor degree in Transportation and Civil Engineering from ESIB Engineering School and an MBA from ESSEC Business School.

Tony Abu Atmeh
Managing Partner

Tony is a financial expert in the hospitality field, a corporate standing executive and a university lecturer. He has 18+ years of accounting and finance experience in the hospitality industry and related financial analysis. Tony has led a number of Finance Department in major hotel chains, and run the finance activity of 5+ hotels of a chain at a corporate level. He holds a CMA, CHAE, an M.S. in Finance, B.A. in accounting and Finance.

MANAGING PARTNERS

Samer Kahil
Managing Partner

Samer has occupied several leadership roles in entertainment, investments, retail, real estate and technology fields. He is a value-oriented C-level executive with a primary focus toward helping businesses grow by having an in-depth understanding of the market opportunities, formulating, and executing the organization's strategies and business model. He is currently the CEO of KidzMondo, and has lead its expansion in the GCC and Turkey. Samer is a certified business consultant and a certified corporate director. He sits on the board of the MENA Leisure and Attraction Council “MENALAC” in addition to other technological companies.

Charbel Kheir
Managing Partner

Charbel is a digital transformation advisor with a focus on ensuring that Governments and Institutions properly understand the repercussions of Digital Disruption and help them to approach the Digital Transformation in a proper manner. Supported by 20+ years of experience in IT and Business in Canada, Saudi, UAE, Bahrain, Jordan, Egypt and Lebanon, Charbel is an expert in Data Governance, Data Management, Enterprise Risk Management, and Data Analytics. He is currently working on multiple Digital Transformation projects in Riyadh as a Data Governance expert with PWC Middle East. He holds a Bachelor Degree in Computer Engineering and an MBA Degree from LAU, and he passed Level I and Level II CFA exam successfully.

Roy El Metni
Managing Partner

Roy is a corporate finance expert and has occupied the roles of CFO for the last 11 years in different industries including construction, manufacturing, retail, tech-co’s and healthcare. Roy is specialized in ERP implementation with a proven track record, in addition to finance restructuring leading to performance optimization. With a background of audit, investment banking and financial leadership, Roy plays a role the assessment of new ventures and provides the required financial perspective

PARTNERS

Dr. Paula Abi Hanna
Partner

Dr. Paula is a legal consultant for different companies and NGOs for more than 15 years. She solves and enhances the negotiation of legal issues such as commercial, real estate and business issues and reviews the legal documents of multiple companies. She conducts legal analysis and research on various legal matters of the client or the organization, provides advice on different legal issues and assist in drafting legal opinions. She holds a PhD in political science with a focus on the Arabian Gulf as well as master's in law and history. Her research incorporates how climate change affects the political decisions of the Arab Peninsula.

Tony Khalil
Partner

Tony has occupied several leadership roles in the sports and Basketball fields such the General Director for the Lebanese Basketball Federation, GM for sports and theater arena, sports advisor and Head of Sports Department at LBCI, and other relevant roles. He is the owner of Prime Time, a sports and marketing training agency. He was as well the GM of Guinness Book of Record in Lebanon, and has organized the first inter university triathlon for the AUT. He holds bachelor in Civil Engineering from AUB and a masters in sports in marketing and communications, and a certificate of Olympic in Sports management

Mansour Aoun
Partner

Mansour Aoun is the founder and GM of "Empower Consultants" established since 2005, specialized in training and qualifying employees and work teams in private companies and government institutions in the field of improving individual skills and teamwork, especially in communication, negotiation, conflict resolution, sales, recruitment and employment. He is the director of one of the agencies of the International Insurance Company "Metlife" in Lebanon for 6+ years. He is a certified trainer at INLPTA - International NLP Trainers Association and at IATC – International Academy for Training and Consulting in the US. He has earned a certificate from the American Institute GRESTCOM, specialized in training techniques and individualization of Leadership Skills.

Tony Dargham
Partner

Tony is a Sworn Auditor, Certified Public Accountant, and LACPA member. He provides financial and accounting solutions, business advisor, controller, and internal audit services for companies. Tony owns an office and has a portfolio of more than 75 firms in different industries and sectors, for local and foreign companies. Tony has more than 15 years of experience in auditing, accounting services, and solutions which is essential to businesses that are positioned for growth.

CONSULTANTS

Ralph Morkos
Consultant

Ralph is a partner and projects consultant with more than 7 years of experience in project and event management, business and strategy consulting including business development, business model design, corporate planning and analysis, and more. He is a problem solver with a track record of managing multiple projects, establishing new business concepts and strategies, and building cross-functional teams to accomplish business objectives. He focuses mainly on the sport and leisure industry and has co-founded few business concepts with AAC in this field in the Middle East region. He holds a B.E. in mechanical engineering from NDU-Louaize and he is a PMI member. He has also led and managed several community initiatives and supported NGOs.

Alaa El Hachem
Consultant

Alaa has 12+ years of experience in sustainable rural develoment, ecotourism, environmental projects and events planning. He has worked with international NGOs including USAID and LRI on the development of large-scale projects in Lebanon. He is a national consultant with FAO focusing on natural reserve management and implementation of field projects in the sector of food security in Lebanon. He has also worked with the World Food Program as a Tourism and Trail Management consultant and has founded few startups in ecotourism and recreation fields, 'Explorers' a destination management organization managing outdoor activities and guesthouses, 'H-management' an event management company that produced the 'Highest Event'.

Angela al Akra
Consultant

Angela as our Senior Graphic Designer and Brand image consultant. Angela joins back AAC after cooperating on several projects bringing in a wealth of experience in graphic design, publishing, product design and branding, with a broad exposure in well-known companies in Lebanon and abroad including Librairie du Liban Publishers and LAU School of Architecture and Design in addition to championing projects for establishments in Lebanon and GCC including Villeroy and Boch UAE, Mouftah el charq and Hallab 1881.

BUSINESS PARTNERS

Marwan Chbaklo and Ghazi Homsi
Founders

PBSI is specialized in providing professional certifications' preparatory courses (such as CFA®, FRM®, CPA®, CMA® and CIA®), training development programs and tailored seminars. The institute is managed by a team of highly professional individuals with extensive experience and knowledge in the fields of education, consulting, banking and entrepreneurship. PBSI offers customized trainings and workshops to professionals in the corporate field in Kuwait, UAE, KSA, Qatar and Lebanon.
www.pbsinstitute.org

Rawad Merheb
Founder & CEO

We are a team of experts in digital marketing, development and social media management. We work to turn your projects into dynamic formulas. We have been operating for over 10 years in the Arab World, especially the GCC region. We are familiar with the rules and regulations, different beliefs and mentalities. We are experts in developing digital brand strategy, combining science and creativity to reach the brand online objectives. OMS CRM: A 360 Degree Database Center to integrate your social platforms, website and point of sales in one place and deploy marketing campaigns with minimum cost.
www.oms-mena.com

Fady Fiani
Founder & CEO

Simetric Solutions & Software Trading LLC was established in 2002, Simetric is a leading Consulting and System Integration firm focused on Digital Strategy, Data Governance and Management, and Risk Management. Simetric Group, headquartered in Dubai with offices in Paris and Beirut, works with Financial Institutions from around the globe to ensure they properly understand the repercussions of Digital Disruption and keep an eye on their Finances and maintain a clean infrastructure. With 20 years experience, Simetric represents leading solution providers in there fields with internal certified and experienced consultants to assist in any Digital Transformation project. Simetric has worked with a broad range of banks including Arab Bank, Bank ABC, Capital Bank, Emirates Lebanon Bank, Credit Libanais Bank, Bank of Beirut, Byblos bank, LGB Bank, BBAC, and many others.
www.simetrici.com

Samer Semaan
Founder & GM

Located in Byblos, Sync takes its inspiration from this old city and assembles both technology and brainstorming for its audience.
Founded by Lebanese young professionals driven by passion to internet and online opportunities. Sync Digital Solutions is a technology company specialized in E-commerce solutions, Web applications design and development, creative design, mobile development, ERP, CRM, ECM, consultancy, and custom business solutions and so much more.
Sync's clients include a broad range of companies including Subway, Abed Tahan, Transmed, Saifi institute, Decima, NNA, and many others.
www.sync.com.lb

BUSINESS PARTNERS

Dr. Marc Beyrouthy
Founder & GM

Nature by Marc Beyrouthy is dedicated to serving the local and rural communities and supporting women empowerment and local farmers by marketing their products and allowing them to reach a wider audience. Since its inception, we have been committed to a healthy and conscious lifestyle, presenting it as a platform through which sustainability is transformed from a movement into a household feature. Our aim is to help clients live a sustainable life from transforming gardens, maintaining them, decorating events, or supplying eco friendly products. We created 'MadebyNature' our online platform that delivers sustainable products across Lebanon. On the platform, clients can reach all kinds of natural food products or handmade eco friendly items made by Lebanese artisans and local small producers all year long.

We help client chose the best plants and flowers for their gardens, interiors or their events. With our chairman also an anchor at MTV Lebanon we share with viewers and clients tips and valuable guidelines on gardening, plants, and other relevant topics nature related.

When you think Nature, Nature my Marc Beyrouthy is your all in one eco-friendly solution.
www.marcbeyrouthy.com

Maher Mezher
Founder & CEO

Innovators League is a management consulting firm specialized in training and consultancy, with a focus on innovation. It has advised and trained a substantial number of professionals and organizations in the fields of Innovation, Creative Leadership, Coaching and Public Speaking in different countries. The founder & CEO Maher Mezher is a globally recognized pioneer in the field of innovation, he successfully launched three innovative retail banking products that were included as case studies in Professor Philip Kotler's 'Principles of Marketing' textbook. He is the inventor of the Innovators Tool ®, the first innovation application that guides innovators to transform their creative ideas into innovations. He is also the inventor of the Innovators Processâ, patenting the innovation process worldwide. He is a sought-after keynote speaker on innovation and has been interviewed by more than 160 media outlets such as CNN, BBC, Reuters, Figaro, M6 and RUSSIA Today. He was an Instructor at the Bankers Academy in New York, and Lead Trainer at the American Academy of Financial Management. Innovators League LLC is part of an alliance with AMP Partners (Switzerland) with a mandate for innovation.
www.innovatorsleague.com

AAC CONSULTANCY FIRM (JBEIL, LEBANON), Downtown Byblos Beani center, Block B – 3rd Floor

Phone Office: +961 9 542 964 | Andre Abi Chedid: +961 3 551 277 | Ralph Morkos: +961 70 673 831

Email ralph.m@aacconsultancy.com | andre.ac@aacconsultancy.com | www.**aacconsultancy**.com

© 2021 AAC Consultancy firm. All rights reserved. AAC refers to a network of individual consultants and/or firms, each of which is a separate legal entity. AAC helps organizations and individuals create the value they're looking for.