



ANTOINE HARB – The Transformative Innovator

Senior Director
Information Systems & Business Intelligence

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Antoine Harb is a dedicated and forward-thinking innovator with over 20 years’ experience in delivering information systems and business intelligence solutions that significantly enhance user ability to achieve superior performance in the marketplace. Antoine has high technical expertise in software engineering, data management, process engineering and consultancy, systems automation, data warehousing, data mining and predictive analytics. He has worked with an eclectic array of clients from Europe, Middle East and North Africa, Gulf Cooperation Council (GCC), and the United States.

« Digital transformation is reshaping businesses worldwide. I believe it is my role to guide clients to transition to the right disruptive technologies and strategies, cater solutions to their needs, and recommend best practices to ensure successful transformation that results in improved performance. »

Challenges and creativity go hand-in-hand in the world of marketing and this is what attracted me the most to this field. I focus on effectively understanding client needs and translating them into actionable and compelling marketing plans.

With years of experience with technology and working with designers, programmers, and marketing communication specialists I manage marketing and advertising projects from A-Z ensuring proper comprehension of client requirements, meeting of set deadlines, and quality deliverables.

ABOUT ANTOINE

Antoine launched his career at INDEVCO in 1998 as IT Project Manager for the Group’s Lebanese operations. During a period of 4 years, he founded the software development team which developed and implemented manufacturing software applications in solid fiber packaging, flexible packaging, tissue and paper making operations in Lebanon. He went on to the role of IT Manager in 2002 further expanding the Group’s IT system by designing and installing network infrastructure (hardware and systems) along with related server clouds.

In 2004, Antoine grew the department’s responsibilities beyond IT to Management Information Systems (MIS), bringing on new talent. The department, under his management, developed a solid Enterprise Resource Planning (ERP) and MES solution, Human Resources Management System, online customer platform, and an online portal for the Information Management Solutions (IMS) system. He directed the full integration of the IMS and third party applications to further facilitate online business transactions.

In 2012, Antoine was appointed General Manager at INDEVCO Systems & Business Intelligence (ISBI). He transformed INDEVCO MIS department into a full service business unit to serve clients in business analysis, high-tech information systems/software solutions, business intelligence, data analysis, business support systems, system auditing, and consulting services.

Since 2015, Antoine holds the role of Senior Director – Data and Information Systems, INDEVCO Systems & Business Intelligence (ISBI) providing clients with world-class information systems, business solutions, and data and software packages to achieve business process automation that improves operational effectiveness. He ensures clients are empowered with the right business intelligence solutions to achieve data warehousing, smart dynamic management dashboards, decision support systems, and predictive analytic solutions that improve executive visibility, proactivity and decision making.

QUALIFICATIONS

Education

MBA, Lebanese American University (LAU), Lebanon, 2004

BE in Computer Engineering, LAU, Lebanon, 1998

EXPERTISE

Data Management

Data Mining & Predictive Analytic Solutions

Data warehousing

Mobile Application Solution Design & Development

Process Engineering & Consultancy

Smart Dynamic Management

Software Engineering

Systems Automation