

Hassan Aoun

Business Consultant - Development & Performance Improvement Leader

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Professional Summary

A seasoned Business Development and Administrative Performance Consultant with over 30 years of extensive experience across multiple industries—consulting, general trading, construction, fit-out, operations, and institutional development.

I believe that experience, not age, is the true measure of growth. Throughout my journey, I navigated challenges, led organizational transformation, solved complex operational problems, and built systems that helped companies stabilize, grow, and improve profitability.

Recognized for my ability to lead people, develop structures, create new opportunities, and turn challenges into practical and measurable solutions. My approach blends strategic thinking, executive leadership, and real-life project execution.

Core Competencies

Business Development • Performance Improvement • Administrative Development • Crisis Management • Project Management • Organizational Restructuring • Strategic Planning • Feasibility Studies • Change Leadership • Operational Excellence • Training & Leadership Development • Cost Optimization • Business Turnaround • Executive Consulting • Investor Relations • Team Building & Coaching

Professional Experience

Improver Consulting – Doha, Qatar

Manager – Administrative Consulting Department | 2023 – Present

At Improver Consulting, I lead the development of administrative systems, performance improvement solutions, and business development projects for companies and individuals.

Key Highlights:

- Deliver structured training programs for corporate teams.
- Conduct feasibility studies and guide clients through project establishment.
- Develop partnerships with investors and project owners.
- Provide tailored consulting for crisis management and organizational restructuring.
- Help clients launch new investments within and outside Qatar.

Alreemco – Doha, Qatar

Senior Executive Officer & Board Director | 2015 – 2023

A major role in my career where I shaped company direction, ensured financial health, and supported expansion.

Responsibilities:

- Oversaw company-wide operations, sales, marketing, HR, finance, and contracting.
- Protected investor interests and ensured long-term sustainability.
- Built strategic growth plans and set annual and long-term objectives.
- Managed budgets, optimized expenses, and solved cash flow challenges.

Key Achievements:

- Increased engineering department profitability by 50% after restructuring.
- Reduced fixed annual cost from 350,000 USD to 100,000 USD.
- Launched a consulting department that increased yearly contracts by 25%.
- Strengthened customer satisfaction and improved internal performance.
- Supported expansion of services and improved operational processes across all divisions.

Brothers Group International – Doha, Qatar

General Manager | 2011 – 2015

Led company development, operations, customer service, and construction activities.

Key Responsibilities:

- Directed daily operations and implemented strategic growth plans.
- Trained staff monthly and improved project performance.
- Enhanced customer service and improved sales systems.

Achievements:

- Created new business units: furniture showroom & machinery leasing.
- Increased department profit by 25%.
- Expanded market presence and service areas.
- Developed leaders who later became managers in several countries.

National Company for Services & Trading – Lebanon

Senior Executive Officer & Board Director | 2005 – 2011

- Improved operations, built new service lines (paint factory, fit-out section) and enhanced department performance.
- Expanded wholesale and retail distribution networks.

General Manager | 2000 – 2005

- Built housekeeping, maintenance, and training departments from zero.
- Increased company revenue by 35% through expanding hotel and restaurant contracts.

Sarafand Institute – Lebanon

Teacher – Accounting, Finance, Business | 1997 – 1998

Taught BT and TS levels, implemented innovative learning methods, and improved student engagement.

Intercontinental Phoenicia Hotel – Beirut

Housekeeping Supervisor | 1996 – 1997

Early-stage career role that developed my discipline, organization, and leadership mindset.

Education

Bachelor's Degree – Business / Financial Studies

Beirut Arab University, Lebanon – 1996

Languages

Arabic (Native) • English (Fluent)

Personal Traits

Leadership Mindset • Problem Solver • High Emotional Intelligence • Strategic Thinker • Crisis Handler • Team Builder • Visionary Yet Practical • Dedicated to Growth and Continuous Learning