

# Laith Wehbi

+447846644086    @ l.wahbi96@gmail.com    Liverpool, UK

## WORK EXPERIENCE

### E-Commerce Executive/Analyst

**Reckitt Benckiser Arabia**    02/2018 - 08/2018    Dubai, UAE

Multinational FMCG company which manufactures health and home/hygiene products

- Project lead & champion for the unique Durex World Cup bundle that was successfully executed on Souq.com and targeted to generate USD 30,000 of Inner Market Sales while working closely with various stakeholders across the business
- Maintained multiple e-commerce customer accounts and drove revenue while maintaining A+,B+ content and banners/promotions
- Engaged and locked new customers such as Sprii.ae, Get Baqala, Wafiapps across the Middle East
- Created a unified mapped file between 700 RB's product, Distributor and Amazon codes which is currently being used as a main reference file by country managers and head of e-commerce for any transaction or business proposal using VBA programming and Macros on Excel

### Business and Operations Analyst Intern

**PEPSI Co**    06/2017 - 08/2017    Dubai, UAE

Worlds largest soft drink manufacturer

- Performed demand analysis
- Implemented Six Sigma theoretically
- Improved current quality inspection practices
- Introduced new statistical tools that aided in improving their processes

### Management Trainee

**Exempelary General Contracting**    06/2016 - 08/2016    Alain, UAE

Structural engineering contracting company

- Maintained relationship between customer and sub-contractors
- Achieved cost leadership by arranging orders with the right suppliers
- Performed quality inspections for the material being received

## EDUCATION

### PhD in Logistics and Operations Management

**University of Liverpool**    01/2020 - Ongoing    Liverpool, UK

### MSc in Supply Chain Management

**Aston University**    09/2018 - 09/2019    Birmingham, UK

- Student Chair Course Representative
- International Student Ambassador

### BSc in Industrial Engineering

**American University of Sharjah**    09/2013 - 12/2017    Sharjah, UAE

- Minor In Engineering Management

## RELEVANT PROJECTS

### Minimizing Carbon Footprint of Construction Supply Chains

03/2019 - 09/2019    Birmingham, UK

Developed a linear optimization model which reduces the carbon emissions and procurement cost of Taylor Wimpey's supply chain

- Achieved a carbon reduction and cost saving of 8% and £350,000 respectively within chosen procurement category.

### Optimization of Maintenance Scheduling for Network Rail

01/2016 - 06/2017    Birmingham, UK

Created an optimal maintenance schedule from Milton Keynes station to Birmingham new street station using preventive condition-based maintenance formulation

- Successfully automated the Scheduling Process as opposed to their manual approach.
- Achieved a cost-saving of approximately 20%.

## ACHIEVEMENTS



### Most Outstanding Results on MSc Supply Chain Management

Awarded by Aston Logistics and Systems Institute



### Most Original Scholarship in a MSc Project

Awarded by the Engineering Systems and Management Group at Aston University



### Aston Villa Scholarship

Awarded by Aston University



### Six Sigma Green Belt Certification

Sponsored by IISE



### E-Commerce Analytics Certification: From Data to Decisions

Sponsored by Google

## SOFTWARE SKILLS

### OPL CPLEX



### Microsoft Excel (VBA & Macros)

