

ZEINA SAAFAN

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Dynamic Brokerage middle office associate VP with over 5 years of experience in a fast paced, vibrant environment. Proven history of fostering client relationships in order to maximize sales volume & improving overall operations within a company or department.

EXPERIENCE

2021 TO PRESENT

SENIOR ASSOCIATE VP, BROKERAGE, EFHISB, EFG HERMES

- Setting up a new EFG trust in UAE with all its markets, complementary setups with the local brokers.
- Working closely with the Investment banking sector on M&A deals in MENA region.
- Launching Several IPOs where EFG acted as book runner in some
- Monthly calculation of client commissions & rebates
- Analysis of monthly rebate figures & reporting them
- Expand the relationships with existing International brokers & Fund managers, by continuously proposing solutions that meet their needs
- Ability to handle volume spikes and prioritize work including ad-hoc requests and projects to meet business demands in a timely manner
- Respond to requests from Legal and Compliance, Internal Audit, and regulators.

2018 - 2021

ASSOCIATE, BROKERAGE, EFGHISB, EFG HERMES

- Liaising with internal & external units including Ops, Compliance, Risk, EGX & MCDR to onboard clients in USA, UK, MENA & Frontier markets to expand our market share of Global Clients in Equities trading.
- Conference/Sales calls to finalize deals.
- Bargaining Commission Rates, issuing invoices, & Collecting due payments

2017 – 2018

ONLINE TRADING ANALYST, BROKERAGE, HSB, EFG HERMES

- Managing Clients' portfolios in EGX & GCC desk
- Execution of all buy & sell trades in the EGX
- Assisting clients in online trading.
- Providing clients with market analysis and trends

2016 - 2017

CSR & WOMAN EMPOWERMENT UNIT COORDINATOR AT FEDERATION OF EGYPTIAN INDUSTRIES

- Conducting meetings with all FEI chambers & Units to implement an overall strategy.
- Liaising with the USAID, ILO, & UN Women for the implementation of strategic outcome of the conference/ workshops

EDUCATION

2016

Bachelor of Management Technology Double Majors in **Marketing & Strategic Management**,
German University in Cairo

2012

IGCSE, MODERN EDUCATION SCHOOL

PUBLISHED ARTICLES

- <https://mint.egbank.com/home/blogs/blogdetails/30>
- <https://thedailycrisp.com/tag/save-egypts-water/>
- <https://mint.egbank.com/home/blogs/blogdetails/36>
- <https://egyptianstreets.com/2019/02/20/cairo-runners-wants-you-to-run-to-save-egypts-water/>

INTERNSHIPS & EXTRA CURRICULAR ACTIVITIES

- Junior Recruiter, HR department, IBM, 2016
- Brokerage Department, EFG Hermes, 2015
- Marketing Intern, Total Egypt, 2015
- Operations Intern, Total Egypt, 2014
- Customer Service, HSBC Egypt, 2013
- AIESEC GUC, 2014 & 2015
- ISLC AUC, 2013

PROJECTS

- **ECM DEALS**
 - MM – Initial public offering
 - Fawry– Initial public offering Sole bookrunner on the USD 50.4 million accelerated equity offering of a 7.1% stake in payment platform Fawry.
 - Ibn Sina Pharma – Accelerated Equity offering – Sole book runner
 - Integrated Diagnostics Holding (IDH) Accelerated Offering: Financial Advisor and bookrunner on the dual listing on the EGX, with an accelerated equity offering worth USD 29.6 million
- **M&A DEALS**
 - Tokio Marine Family Takaful Egypt Stake Sale– Sell side advisor on the USD 5.4 million sale of a 75% stake in the Egyptian insurance player.
 - Americana Stake Sale Sell side advisor to the USD 26.6 million sale of a 97.5% stake in the Kuwait-based food and beverage player to the Egyptian Starch and Glucose Company.
 - Agthia Acquisition: Buy side advisor to UAE-based Agthia Group on the cross-border acquisition of 70% of Atayab with a value of USD 153.4 Million.
 - Credit Agricole SA