

# BASSEM SALEH

Data-driven with a knack for maximizing efficiency, creating and improving processes, and visualizing and making sense of data. Graduated with a BSc. in Information Systems & Operations Management from the CCB @ GMU (VA)



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## EXPERIENCE

### Process Improvement & Commercial Operations Specialist/Key Account Manager

#### Preston's Pharmacy

10/2024-03/2026 Arlington & Falls Church, Virginia, United States

- \* Identified gaps in multiple processes, high-level to granular-level, and developed improvements to achieve time and cost savings and maximize revenue.
- \* Acted as a commercial operations manager to facilitate and bridge sales and operations.
- \* Developed Key Performance Indicators for each department and set data-driven goals along with visual dashboards to tell a story and provide actionable insight on a regular basis.
- \* Developed critical performance data reporting and analyses for both locations with location-specific logic and provide actionable insight on a regular basis re: account/provider performance, sales performance, operations performance, and more.
- \* Developed and implemented an efficient and compliant process for handling controlled eRXs.
- \* Developed implemented multiple LifeFile process workflow improvements to achieve better efficiency and documented step-by-step workflow guides for training and documentation.
- \* Developed pricing calculator for all compounded formulas as well as batches.
- \* Streamlined the shipping and pickup processes to remain compliant as well as more efficient with reduced errors
- \* Developed and streamlined the auto labeling process and smoothly integrated it into our workflow to greatly reduce the labor, cost and time, of labeling thousands of vials on a weekly basis. Also created step-by-step documentation and utilized it for live staff training.
- \* Leading the TJM AI Bot rollout with a go-live date in early December 2025 where the bot will handle half the workload of processing an eRX when it first arrives into our pharmacy. By Q2 of 2026, this AI bot will handle 70%+ of our total RXs and will replace at least 2 full time data-entry techs.
- \* Boosted RPh efficiency by creating an automatic trigger for all provider-pay orders to go straight to the lab for fulfillment after PV1, greatly reducing the time it took to manually move them out of outbound.
- \* Created a new and improved scheduling workflow with documentation, training, and implementation.
- \* Created KPIs for scheduling and provide direct support to the newly-appointed customer service (scheduling) Lead to boost customer satisfaction and cut turnaround times in conjunction with other efficiency-driven efforts across all other levels of the business.
- \* Improved and developed a standard nomenclature for all formulas and implemented it for better reporting, compliance, inventory management, and higher efficiency.
- \* Led the eCatalog project and managed it all the way to launch and has been a highly effective sales and marketing tool for both the sales team and pharmacy staff alike.
- \* Developed advanced product pricing rules and configured them in LF for smoother workflow and cutting processing time by up to 25%.

### Operations & Process Improvement Specialist

#### Akina Pharmacy

11/2022 03/2024 Sterling, Virginia, United States

- Created and published performance metrics for every individual, resource, and department in the organization.
- Restructured the customer care team to two separate departments—Customer Care & Data Entry—with clear delineation for each department, each seat in the department, and established 5-core functions for each seat, along with their performance metrics.
- Systematically evaluated operating processes, developed plans for streamlining and improving operating efficiency using a continuous improvement approach. Curated, evaluated, recommended, and administered tools and systems to improve operating procedures and ways of working by applying LEAN methodology principles where appropriate.
- Aggregated and evaluated key metrics to make recommendations for process improvement initiatives.
- Identified, prioritized, and executed continuous improvement activities through standardization and consistency, documentation of processes.
- Investigated shortfalls and issues in current business processes.
- Trained, mentored, and guided team members in new processes (hands-on, working on the production floor).
- Facilitated cross-functional teamwork to achieve continuous improvement objectives.
- Attended weekly Operations Level 10 Meetings and work with managers to identify opportunities for process improvements.
- Monitored and routinely reported on process performance and improvements in key metrics.
- Developed and maintained a list of ongoing Process Improvement projects and track them.
- Worked with management to define short and long-term objectives on a quarterly basis at a minimum.

## SUMMARY

I've earned my degree in Information Systems and Operations Management and have been a working professional for over 6 years. In my proven track record, I've developed and implemented solutions to streamline operations and improve efficiency while working at Granules Pharmaceuticals and Akina, among other responsibilities.

My expertise highlights business & data analysis, process improvement & operational efficiency, and applying LEAN methodology principles where appropriate.

My strong attention to detail, organizational skills, and ability to adapt quickly make me a valuable asset in any dynamic business environment. I am eager to bring my skills and experience to new challenges in various industries, where I can contribute to operational efficiency and driving business success in alignment with organizational goals.

## EDUCATION

Bachelor's degree, Information Systems And Operations Management

George Mason University – Costello College of Business

01/2017 - 12/2019

Bachelor of Business Administration - BBA, Marketing/Marketing Management, General

American University of Kuwait (AUK)

01/2014 - 12/2016

## LANGUAGES

Arabic

Native



English

Native



French

Intermediate



## SKILLS

### Data Analysis & Visualization

Process Development

Process Improvement

Project Management

Product Management

Operations Management

Business Analytics

Contract Management

Compliance Tracking

Microsoft Excel

SQL

PowerBI

Tableau

JIRA

Hubspot

SalesForce

Adobe CC

Critical Thinking

Problem-Solving

Leadership

## EXPERIENCE

### Operations, Systems Development Coordinator/Data Analyst

#### Akina Pharmacy

08/2017 10/2021 Sterling, Virginia, United States

- My role at Akina Pharmacy revolved heavily around information systems management, improvement, and development in addition to data analysis and visualization. Reporting directly to pharmacy executives.
- Oversaw all phases of system software development including planning, requirements gathering, evaluation, development, testing, implementation, training, and maintenance for applications in the network, web, and local environments.
- Was responsible for the procurement and development of information systems for the entire pharmacy, between the lab, shipping, and the call center.
- Worked with many different vendors to secure the best equipment and supplies at the best prices.
- Product owner to LifeFile, cloud-based pharmacy platform used by Akina. Primarily provides business, compliance, and clinical modules that support all pharmacy operations across the board from order management to compounding to shipping.
- Built various systems and processes that support the changing needs and objectives of core departments in the pharmacy.
- Served as main information systems manager and provided technical support to all pharmacy stakeholders.
- Worked on the development of Excel reports for Key Performance Indicators among other critical data needs for top management.
- Key contributor in weekly Traction® Tools Level 10 operations meetings
- Worked on operations reporting, revenue and expense and P+L dashboards.
- Created shipping/packing processes for the shipping department that are critical to core pharmacy services.
- Developed marketing and web communications to support national sales efforts and create new revenue streams.
- Reporting, analyzing, and visualizing data using central pharmacy software (SQL-based), Tableau, and MS Excel to assist in making data-driven decisions.
- Worked alongside managing partners to further develop and optimize workflows to maximize efficiency.

### Marketing/Data Coordinator

#### Reyada | Collaborative Workspace Provider

04/2016 07/2017 Kuwait

- Developed and implemented strategic social media plans including targeting and reaching multiple audiences and creating opportunities to drive consumers towards Reyada
- Managed day-to-day social media and content strategy across all social platforms and executed social media activities (sharing, engaging, liking, increasing social reach, etc.) to help the company gain traction in a new market
- Maintained social media editorial/content calendar
- Worked closely with sales and design teams to create new and innovative paid social media ad content in order to optimize campaign creativity (image, call-to-action, color, design, layout, etc.) for more cost-efficient initiatives to acquire new leads
- Conducted market research during the early days of the company to help steer marketing efforts in the right direction
- Measured, analyzed, and reported on digital metrics to understand customer behavior and trends and compared results against marketing goals.
- Created rich dashboards using Tableau Desktop to deliver actionable insights.
- Partnered with content and creative team members to craft compelling messaging and build effective content marketing campaigns that increase awareness, generate leads, and drive conversion
- Compiled SWOT and Competitive analyses, and more

### Data Reporting / Intern

#### Alghanim Industries

06/2015 12/2015 Kuwait

- Heavily utilized Excel and Tableau in data reporting and analysis
- Created product sales dashboards
- Developed revenue dashboards.
- Designed executive dashboard displaying KPIs like actual vs. target revenue per department, etc.
- Comparison, Case, Validation, Merge, Lookup, etc. in Data flows.
- Integrated, updated, and created processes, tools, and resources such as program management processes, reports, memos, presentations, templates, and more
- Conducted effective market research
- Effectively communicated with all levels of staff throughout Alghanim Operations and Projects
- Assisted staff on individual projects

### Commercial Operations Specialist

#### Granules Pharmaceuticals, Inc.

10/2021- 10/2022 Chantilly, Virginia, United States

Was part of a team of 5 charged with linking all the pieces to drive progressive business growth through streamlining commercial operations. 25 drug families, \$150m+/yr. portfolio North America, Middle East & Europe).

- Responsible for accurate tracking of all bids/offers to national accounts for every NDC
- Monitored and tracked client (contract) compliance to ensure Granules meets its targets
- Communicated any trends and issues to Sales team based on client feedback Developed client satisfaction metrics
- Assisted the Senior Manager of Commercial Operations on special projects as needed, such as RFP/RFQ, business review meetings, etc.
- Facilitated the onboarding of new clients and maintaining accurate client data to ensure the successful execution of business campaigns
- Facilitated all one-time purchases Supported national accounts and providing product knowledge and documentation SDS, HDA, labeling, etc.)
- Conducted pricing analysis and market analysis as needed
- Conducted market research and collect usage data to assist with product launches Prepared for and participate in annual ECRM conferences
- Compiled, visualized and presented critical data to the Commercial Operations Officer and the team