

**Zoom On: Alain Gebrael, Deputy General Manager, Medsquare Paris**



**Alain Gebrael**

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**What are your key areas of interest and research/assignment?**

Lean management. New technologies, new regulations and new opportunities make very frequent changes to our daily tasks. In order to maintain and improve quality, it's very important to keep monitoring and adapting all of the processes.

**What are the major challenges in your field?**

Customer satisfaction is our daily challenge. The better we support our clients, the more they require. And since our clients' customer is the 'patient', we have an enormous responsibility in supporting them.

**What is your top management tip?**

Work to increase the morale, self-esteem and self-confidence of every team member. When the work environment becomes like family, difficult moments become easier to handle. Every team member is vital and, therefore, everyone should feel at home.

**What would you single out as a career highlight?**

In the last few years, our company's dimensions, objectives and mission have changed. All these aspects are tending to become bigger and more significant. Leading our operations to meet the company's high expectations, improving significantly in terms of quality and efficiency, and contributing to the company's new positioning and vision give me tremendous satisfaction.

**If you had not chosen this career path, you would have become a...?**

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I would have become a Football Manager – that position joins management, leadership and strategy.

**What are your personal interests outside of work?**

Football, running, biking, history, sociology

**Favorite Quote:**

“Continuous improvement is better than delayed perfection” – Mark TWAIN.

Improvement in technological fields is similar to biking: when you stop, you fall behind. In addition to research and development, marketing and operations should undergo constant improvement.

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