

Randa believes that a mother has to be an idol for her children. “You cannot ask your children to study, to be achievers, or to be successful if you are not.”



Randa Bdeir and Raymond Audi

credit cards they told me: 'We've got the license but we don't know what to do with it. Nobody knows about it'. Even though I told them that I too knew nothing, they insisted that I join them because they believed I could handle it." And so her path was carved and Randa started working.

When Randa entered the workforce, her youngest was six years old. She started at only three hours a day, doing international market research, on her own, in credit cards – her self-proclaimed interest. Given the task of establishing a credit card department, alone, with only a technical assistant, she overcame perhaps the biggest challenge of her career – unaware that she was about to revolutionize the banking sector in Lebanon. "It was a very big challenge because nobody taught me what to do; there was no credit card business in Lebanon; there were no ATMs and no POS machines." Investing her time in researching, attending workshops, and traveling to discover and keep up-to-date with the latest technology, Randa was successful in her endeavor to establish the department, which took 2-3 years. Eventually, two employees became four, which then became 15 and, by the time Randa left her previous employer to find her way at Bank Audi, there were more than 40 employees. "Everything came gradually and naturally; nothing was planned." According to Randa, it all stemmed from her love of knowledge.

When asked whether a career was something that she always wanted, she assuredly replies, "I never, never thought of working. It was not my plan. I only knew that I wanted to continue studying. I loved it and was good at it. I still enjoy information and I still enjoy knowing." Although initially a career was not something that Randa actively sought, today, it represents an essential part of her life. "Three hours turned into five hours, which turned into 10 hours and so on, until my job eventually turned into part of my life."

Her biggest challenge

When asked what the biggest challenge that she has faced is, she referred to her earlier years while still studying. Telling her family and the people around her, except for her supportive husband of course, that she was studying was a big challenge for Randa. "I was embarrassed to admit that I was studying. I am talking about more than 20 years ago when no mother was studying and no mother was working unless she needed the money. No woman worked for any other reason." When Randa started working, all her friends and family thought she was crazy. "My husband was a wealthy man and they believed that there was no need for me to work. They couldn't understand why I was working and took my work very lightly. Now that I have done so well for myself and earned the respect of so many along the way, they look at me in a different light."