

Dr. Samir Ramzy Attia

Management Expert / Business Trainer



- **Professional Sales & Marketing, Management, Customer Service Expert with Multinational Companies since 1985.**
- **Management Expert / Business Trainer provides Consulting & World Class Workshops in Management, to leading International Companies in different sectors – including SME's, Education, FMCG, Oil & Gas, Healthcare, Banking - where value added is achieved.**
- **providing immediate business solutions , helping organizations achieve their desired business goals efficiently , effectively and affordably.**

Areas of Expertise

- **Sales & Marketing, Management**
- **Customer Experience**
- **Leadership**
- **Education**
- **Corporate Social Responsibility (CSR)**
- **Improving Company's Image**
- **Human Development**
- **SMEs**
- **Management Consultations**

Qualifications

- **PH.D., leading CSR study, 2007**
- **Master, leading study, improving Company's Image, 2005**
- **High Management Diploma, 2001**
- **Bachelor of Social Science, 1977**
- **Diploma in English & Arabic Translation for the American University in Cairo, 1978**

Professional Experiences

- **Management Expert / Business Trainer, 2006 to present.**
- **Key Accounts Manager, Schweppes Company, Egypt, 1998-2009.**
- **Trade Marketing Manager, British American Tobacco (BAT) UK/Middle East, 1985-1997.**
- **National Bank of Abu Dhabi, Cairo Main Branch, 1980-1985**

International Training / Consulting Expertise

- **Successful workshops in SMEs & Capacity Building training initiatives financed by UNDP, UN Women, GIZ, IOM, UNICEF.**
- **Training workshops on behalf of Management Center Europe (MCE), the arm of the American Management Association (USA).**
- **Approved Internationally by Kuwait Petroleum Corporation (KPC) since 2000 to present.**
- **ESLSCA University, Paris.**
- **Saudi Arabian CSR**
- **Arab Administrative Development Org. (ARADO), the Arab League.**

Some of our Valued Customers



Some of our Valued Customers in Egypt



Sample of Major Training & Consulting Expertise

- **SMEs capacity building for Economic Growth & Sustainability, Financed by UNIDO, UNDP, UN Women, IOM, USAID, GIZ. 2023.**
- **Entrepreneur capacity building for African Students in Egypt, 2023.**
- **SMEs & TOT – Lights for Development Organization financed by DROSOS International.**
- **Marketing Micro-Finance to CEOSS, Egypt 2023 and since 2000**
- **Leadership skills for supervisors, leading project, Giad Engineering Group, Khartoum, 2023.**
- **Customer Service repeated rounds to Holding Company for Water & Waste Water financed by GIZ & UNICEF, 2023 and since 2000.**

Sample of Major Training & Consulting Expertise

- **Conflict Management & Negotiation Skills for 17 Diplomates & Senior Managers from 11 African Countries.**
- **Superior Customer Service, Omani Water & Waste Water, Diem, 2022**
- **Sales & Marketing for Hail Saeed Anam (HAS), Yemen, 2022 and since 2000.**
- **Reinventing Management Style during and beyond Covid-19 & Strategic Leadership for Senior Diplomats from Public & private Sectors for representatives from 12 Countries in Africa, 2022.**
- **Corporate Social Responsibility Guide Study for Kuwait Oil Company, 2022 & CSR Training to King Abdullah University for Science & Technology (KAUST)**

Sample of Major Training & Consulting Expertise

- **Self-Development, Oman-Indian Fertilizer Company, OMIFCO, 2022.**
- **Strategic Planning and Promoting Private Education, Ministry of Education, Muscat, 2022.**
- **Time Management for Rixos Hotel, Hurghada, 2021.**
- **Creating effective sustainability report, GRI, Corporate Social Responsibility network, Saudi Arabia, 2020.**
- **Developing Self-Capabilities, 12 rounds, KPC, Kuwait, 2020.**
- **Leadership Skills for Supervisors, Egyptian Parliament on behalf of ESLSCA University, Paris financed by African Development Bank, (AFDB), Egypt.**

Sample of Major Training & Consulting Expertise

- **Sales & Marketing Skills for promoting Events, Student Union, The American University in Cairo (AUC), 2019.**
- **Superior Customer Service, Ministry of Civil Affairs, Saudi Arabia, 2018**
- **Developing Powerful Communication, Negotiation Skills, for Five Month, SABIC, Saudi Arabia, 2017.**
- **Leadership, Negotiation Skills, Problem Solving, Capacity building for Decision Makers in Greater Cairo Governorate financed by GIZ, 2017.**

Sample of Major Training & Consulting Expertise

- **Sales & Marketing, Customer Service & Communication Skills for Refugees participants in Egypt financed by IOM to qualify them for the labor market, 2018.**
- **Effective Communication, negotiation Skills to low income areas financed by GIZ, 2018**
- **Marketing SMEs & Loans for CEOSS, financed by EU, 2017**
- **TOT for Arab League, 2017**
- **Business Writing for Kuwait Petroleum Corp. and its sister Companies, repeated 40 rounds, 4 day, 2016 & 2015**

Sample of Major Training & Consulting Expertise

- **Team Building for KOREK Telecom, Erbil, 2014**
- **Personal Effects for GLACXO, Saudi Arabia, Malaysia , on behalf of Management Center Europe (MCE), 2014.**
- **Part-time, Lecturer, Customer Service for Dubai Electricity & Water Authority (DEWA) on behalf of University of Dubai, for Five Month, 2013.**
- **Human Resources Management, Union des Comoros, East Africa, 2008**

Sample of Major Training & Consulting Expertise

- **Managing your Team, SMEs, for Tameer Bank branch managers, Lahore, on behalf of the International Finance Corporation (IFC), 2008**
- **Managing & Motivating your Team, Saudi Credit & Saving Bank, Riyadh, Saudi Arabia on behalf of the International Finance Corporation, 2008.**

Oil & Gas

- **ADNOC, ADNOC Distribution , Brogue, Abu Dhabi**
- **Kuwait Oil Corporation, KOC, KNPC, PIC, KGOC, Kuwait**
- **Wataniya Environmental Services Co, Kuwait Joint Operations (KJO), Chevron, Kuwait**
- **ARAMCO, SABIC, Maaden, Royal Commission for Jubail & Yanbu, Saudi Arabia.**
- **PETRODAR, Nile Petroleum, Total , Khartoum**
- **Gulf Oil Company & Sirte Oil Company, Libya**
- **SUCO, Inby, Egyptian Holding Petrochemical, PETROJECT, GASTECH,CARGAZ, Ganop Holding Co., PETROBEL, Egypt**

Training To Some Ministries

- **Ministry of Public Works , Kuwait , Qatar**
- **Ministry of Transportation & Ministry of Finance , Kuwait**
- **Ministry of Finance , Transport , Ministry of Civil Service , Saudi**
- **Ministry of Information , Saudi**
- **Ministry of Oil , Saudi , Khartoum**
- **Ministry of Finance , Qatar**
- **The Cabinet , Ministry of Finance , Jordan**
- **Ministry of Fishery , Ministry of Social Development , Muscat**
- **Ministry of Health Egypt , Iraq , Qatar , Sudan**

Training To Some Ministries

- **Ministry of Health, Egypt, Saudi Arabia, UAE, Iraq, Khartoum**
- **Ministry of Works, Bahrain**
- **Ministry of Foreign Affairs, Education, Health, Labor, Union des Comoros**
- **Ministry of Labor, Libya**
- **Ministry of Oil, Libya**
- **Ministry of Education, Muscat**
- **Ministry of Commerce, Egypt**

Training To Some Ministries – Egypt & Others

- **Ministry of Health , Egypt, UAE, Saudi, Qatar, Sudan ,Iraq, Yemen**
- **Ministry of Administrative Development**
- **Ministry of Communication & Information Technology**
- **Ministry of Youth**
- **Ministry of Education & Higher Education.**
- **Ministry of Commerce.**
- **Ministry of International Cooperation**
- **Ministry of Oil**

Pharmaceutical

- **GLAXCO, Saudi Arabia**
- **Saudi Pharmaceutical**
- **Novartis**
- **NATCO, Yemen**
- **Philadelphia Pharma, Pharmaixir, Falag Medical Company, Ami Pharma, Jamjoom Pharma, Tayser Medical, Agial Pharma, City Pharma, Dal Medical , Khartoum**
- **Amoun, Egypt**

EDUCATION

- **Faculty member with Management Center Europe (MCE), Brussels, the arm of American Management Association (AMA)**
- **University of Dubai**
- **University of Sharjah**
- **Emirates College of Technology , Abu Dhabi**
- **Al Khwarizmi Int'l College, Abu Dhabi**
- **King Abdullah for Science & Technology (KAUST)**

Education

- **The American University in Cairo (AUC)**
- **ESLSCA University, Paris**
- **Tanta , Sadat, Assiut, Zagazig, Mansora Universities.**

Telecommunication

- **ZAIN , MTN , ORANGE , MOBILY , STC , OMANTEL , SUDATEL , SUDANI , CANAR , Orange , SABAA Phone , Yemen Mobile , Public Telecommunications , Yemen , CENCOM , Al Madar Libya , Iraq Ministry of Telecommunications , National Communication Corporation , Khartoum.**
- **KOREK , Erbil , Iraq**

Fast Moving Consumer Goods (FMCG)

Hail Said Group (HAS) , Yemen

Al Rowaishan Group , Yemen

National Biscuits , Saudi Arabia

Al Sayer Franchising , Kuwait

Pepsico

Arrak Group , Khartoum

Sayga Investment Co., Khartoum

Egyptian for Distribution & Services

Edita , Egypt

Banking

- **Kuwait Investment House (KIH), Kuwait**
- **Tameer Bank, Lahore, Pakistan**
- **Saudi Credit & Saving Bank (SCSB), Saudi Arabia**
- **Riyadh Bank , Sadi**
- **Faisal Islamic Bank, Khartoum Bank, Labor Bank, National Bank of Egypt , Umm Dorman Bank, al Baraka Bank, Khartoum**
- **Arab African International Bank , Bank Di Caire, Egypt.**

Banking

- **Yemen Commercial Bank & CAC Bank, Yemen**
- **Libya Central Bank**
- **Bank of Iraq**
- **Trade Bank of Iraq**

Cement

- **Oman Cement, Raysut Cement Company, Oman**
- **Kuwait Cement**
- **Yamama Cement, Arabia Cement, Saudi Arabia**
- **Western Cement Company, Yanbu Cement, Saudi Arabia**
- **Cement Assiut & Al Nahda Cement Companies, Qena, Egypt**

Automotive

- **Toyota, Saudi Arabia**
- **Hyundai, Saudi Arabia**
- **Mercedes, Egypt**
- **Al Rowaishan Motors, Yemen**
- **Bridgestone, Yemen**
- **AMIC, Egypt**

Real Estate

- **Qatar Diar**
- **Maasher, Kuwait**
- **Talaat Moustafa Group, Mountain View & Amlak, Egypt**
- **Heliopolis Company & Al Halawany Real Estate Companies, Egypt**
- **Akareya Real Estate & Ministry of Tadamon, Khartoum**

Insurance, Egypt

- **Met Life**
- **Misr Life Company**
- **Misr Insurance**
- **Iskan Insurance**

TOBACCO

- **Imperial Tobacco, Middle East**
- **Rothmans, Khartoum & Yemen**
- **Eastern Company, Egypt**

Non Governmental Organizations (NGO)

- **Arab Council for Children**
- **Coptic Evangelical Organization for Social Services (CEOSS)**
- **Saudi & Iraq Red Crescent Societies**

Conferences & Events Speaker

- **Sales & Marketing**
- **Corporate Social Responsibility**
- **Maximizing Company's Image**
- **Public Relations**
- **Leadership**
- **Education**


Consulting


- **SMEs capacity building for some major initiatives financed by EU, GIZ, IOM, UNDP, UN Women, DOROSOS International**
- **SMEs for African Students in Egypt**
- **SMEs in Muscat**
- **SMEs in UAE**
- **SMEs in Kuwait**
- **SMEs in Khartoum**

The International Finance Corporation **IFC**
PEP-MENA Program
awards this certificate to
Samir Ramzy

for participating in the Business Edge
“Training of Trainers Workshop”

Egypt, Cairo
9 - 12 February, 2008


Michel Botzung
Program Manager
IFC/PEP-MENA


Rami Y. Camel-Toueg
General Manager IMC &
Business Edge Master Trainer



USAID
FROM THE AMERICAN PEOPLE



Egypt ICT Entrepreneurship Project (EIEP) Training of Trainers Program

The USAID funded EIEP Project certifies that:

Samir Ramzy Attia

Has successfully completed the Training of Trainers Workshop on

Start-Up: New Venture Creation

November 10-12th , 2006

*Instructed by Mr. Asher Epstein, Managing Director
Dingman Center for Entrepreneurship, University of Maryland*

Scott B. Jazyzka, EIEP Chief of Party

Certificate

Engineering & Management Consultants - Team Misr would like to extend thanks and appreciation to Dr. Samir Ramzy Attia for his outstanding and great efforts for the following two training workshops conducted in Egypt for two groups of Managers and Senior Managers from 12 Countries in Africa according to an agreement protocol between the Ministry of Foreign Affairs in Africa and Egypt.

1. Reinventing Management Style during and beyond Covid-19, from June 25-29,2022.
2. Strategic Planning from June 19-23,2022.

Delegates were Diplomates from private and public sectors from Liberia, Ghana, Mauritius, Nigeria, South Sudan, Malawi, Guinea Equatorial, Zambia, Angola, Sierraleone, Gambia.

Dr. Samir Attia is a highly qualified, motivated, inspiring and always adds value and significant contribution for our business and we wish him all the best.

Signature



Mr. Amr Sallam

Deputy General Manager

UNIVERSITY OF DUBAI



جامعة دبي

Certificate of Appreciation

Awarded to

Dr. Sumit Talwar

for outstanding delivery of
the "Customer Service Excellence" program
from 15th March to 15th June 2013.



A handwritten signature in blue ink, appearing to read "Sumit Talwar".

Sumit Talwar, Director of Customer Service Excellence

A handwritten signature in blue ink, appearing to read "Dr. Sumit Talwar".

Dr. Sumit Talwar

Chief Customer Officer



2017 فبراير 26-22

دورة تدريبية بعنوان " تدريب مدربين ضمن برنامج نموذج المحاكاة المتكامل لجامعة الدول العربية "

Sales & Marketing- Student Union- AUC





APPRECIATION AWARD
THE AUC STUDENT UNION
PROUDLY HONORS

DR. SAMIR RAMZY ATTIA

Marketing Professional for Zagazig University



Selling Skills Fundamentals – Mansura University



TAMEER BANK (SMEs), Leadership, Pakistan



Strategic Planning – Ministry of Education- Muscat



Women Leadership- Ministry of Health Khartoum



Conflict Resolutions & Negotiation Skills- Diplomates & Senior Managers -11 African Countries, Nov.2023



SMEs



Contacting us

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THANK YOU!