

Samir Ramzav Attia, PH.D  
Sales & Marketing Consultant/Trainer  
Representative, Certified Consultant & Faculty Member(AMA)  
The American Management Association  
Business Edge Certified Consultant/Trainer I.F.C,  
The World Bank Group  
UNICEF Consultant  
Certified Trainer For German Technical Cooperation (GTZ)-  
Invent, Germany  
USAID Certified Trainer  
American Chamber Certified Trainer  
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## **Curriculum Vitae**

### **Profile:**

Enjoyed an excellent in house and on the job (OTJ) Professional training experience in sales, Marketing and Management with leading Multinational organizations since 1985 to date, in Egypt and abroad.

Representative & Certified Consultant /Trainer, Faculty Member for the American Management Association (AMA), U.S.A.

Sales & Marketing Lecturer with Post Graduate Executive Management Diploma, At The American University, Cairo. UNICEF Consultant and Business Edge Certified Trainer, the International Finance Corp. (IFC), the World Bank Group. Certified Trainer for the USAID, School of Business University Maryland, and Arab Development Organization (Arab league). Approved Consultant, (IMC) Member of Arab Business Administration and certified Expert for the Arab Labor Organization.

### **Current position:**

Independent Consultant/ Management Freelance Trainer,  
Associate / Trainer & Faculty Member , The American Management  
Association (AMA) Europe, USA .

### **Educational Experience**

- Lecturer of Sales and Marketing, the post Executive Management Diploma, The American University, Cairo.
- Lecturer , the Mini MBA, Diploma , Missory University, U.S.A.
- Trainer , Sharjah University , Sharjah , UAE
- Trainer & Guest Speaker, Dubai University , Dubai
- Trainer , Emirates College of Technology , Abu Dhabi , UAE
- Trainer , Al Khawarizmi Int'l College , Abu Dhabi , UAE

### **Training Experience:**

#### **Egypt:**

- American Chamber of Commerce ( AmCham )
- Career Development Center ( CDC )
- Ministry of Administrative Development and the National management Institute on change leaders programe.
- Integrated Management Consultancy (IMC), in cooperation with the International Finance Corp., IFC., the World Bank Group.
- Arab Administrative Development Organization (ARADO).
- Team Engineering & Management Consultants (Team)

- The Arab Academy for Science and Technology, Community Service Programs in Cooperation with the American University in Cairo.
- Total International Expertise Co., (Totality).
- National Consultant.
- Arab Business Administration Association .
- Center for Management and Development (CMD).
- Egypt Deutsche Academy for Technology and Economics.
- Avanti International Management and Consultancy.
- House of Advisory Services ( HAS )
- Int'l Training & Consultation Center " ITCC "
- Arab Union for HR Development " IHRDA"
- Int'l Management & Finance Academy " IMFA"
- Marketing Advertising Research center (Marc).
- Spark for training and development.
- United Center for Training & Consultancy.
- Middle East for Consultations.
- Arab Institute for Management Development (AIMD).
- Interlink for Training & Consultations
- Animal Research Institute ( Ministry of Agriculture )
- Central Directorate for in-service training (CDIST), Ministry of Education. (M.O.E).
- Ministry of Health, National Training Institute.
- Electronic Business Institute (EBI), the Cabinet Information and Decision support center (IDSC), Cairo, Egypt.
- Expert & professional Excellence for Training and Consultations.
- Professional Management and Experience Center (PMEC).
- Modern Management Center (MMC), Cairo.
- Petrojet, petrobel, Gemsa Petroleum
- Suez Oil company (SUCO), Cairo, Egypt.
- Qena Cement Company

- Natural Gas Vehicles Company ( Gas Tech ) & (Car Gas).
- The Coptic Evangelical Organization for Social Services “CEOSS”.
- Assuit Business Women Association.
- Women Development Society.
- Amon Pharmaceutical Co.
- Iskan Insurance Co., ABC Technology.
- Edita for Food Industries.
- British Int'l Center for Training & Consultations ( BIC )
- Arabian for Consultancy , Training and Technical Support

### **Gulf Countries:**

1. Talal Abu- Ghazalah and Co. international
2. Arabic Innovation Consulting & Training , Sharja
3. Advanced Step for Technical Training "ASTD"
4. International Center for Training & Development (ICTD), Abu Dhabi.
5. Al Rowad for Training & consultancies, Abu Dhabi.
6. Sharjah university , Sharjah , UAE
7. University of Dubai (UAE)
8. Emirates College of Technology, Abu Dhabi.
9. Al Khawarizmi Int'l College (KIC) , Abu Dhabi
10. Dubai Chamber (UAE)
11. House of expertise Int'l Management Consultancy ( Dubai )
12. Gulf innovation for Training and Consultancies, Kuwait, Saudi & U.A.E.
13. Human Investment Corp. (HIC), Kuwait.
14. Kuwait Finance House , Kuwait

15. Eurotech, Kuwait.
16. Al Khebra Institute for Training & Development, Kuwait.
17. Yanof for Training and Consulting (Kuwait).
18. Performance Evaluation Center, Kuwait.
19. Rochd for Training and consultancies, yemen.
20. Qurtoba Management Training, Yemen
21. Al Saeed Higher Institute for engineering & Management.
22. Talyos Human Development, Bahrain .
23. Future Horizon, Sudan.
24. British Education Institutes , Khartoum
25. Consumer Orientation Center , Khartoum
26. Internal Center for Human Capital Building Center (ICHCB),  
Khartoum.
27. Reference Consultation & Business Development, Jordan, Khartoum.
28. Management Development Center (MDC), Khartoum, Khartoum.
29. International Center for Quality (ICQ), Khartoum.
30. Success Technique, Saudi Arabia.
31. Al Rowad for Training, Saudi Arabia.

### **Educational experience:**

- Lecturer, of Sales & Marketing, The Post Executive Management Diploma, The American University in Cairo.

### **Training delivered to some Leading Organizations in Egypt:**

1. Novartis, Amon Pharmaceutical Co.,
2. Mobinil, organized by The Int'l Finance Corp. (IFC) , The World Bank Group ( WBG )

3. D.H.L . & Dannone
4. The Arab League.
5. Ministry of Communications and information Technology.
6. Ministry of Higher Education & Egypt Air
7. Ministry of Health
8. Education Reform Program (ERP)
9. Arab Organization for Industrialization
10. Burren Energy, Petroject, Suez oil Company, Inby and Gastec Oil Companies, Egyptian petrochemicals company, Cemex.
11. Ganob El WAdi Oil Co., Estyrenics.
12. Micro Projects for the Coptic Evangaetical Organization for Social Services ( CEOSS ) Loans & Development Sectors.
13. Manufacturing Commercial Vehicles (MCV) & Egyptian Int'l Motors.
14. Toshiba El Araby Group of Companies.
15. Misr Cosmetics, Al Sharif Marketing Association and Lactuel .
16. Eastern Tobacco Company.
17. Orascom , MOBINIL.
18. Oriental Weavers.
19. Assuit, Business Women Association.
20. Universal Group, Ceramica Prima. , Banuqe Du Caire , Bavaria.

**Training delivered to some Leading Organizations Outside Egypt:**

1. Business Edge for Tameer Microfinance Bank Ltd., Lahore, On leading your Team & Motivating People, Lahore, Pakistan , organized by Int'l Finance Corp. ( IFC ) , The World Bank Group (WBG ).

2. Ministry of Economy and Al Maha Petroleum Products Marketing Company, MB Petroleum Services, Global Gypsum Co., Global Mining, Modern Construction Ministry of Fishery , Oman Cement , , Raysut Cement , Omantel.(**Oman**)
3. Spacetell, (MTN), MAM international Commercial Center for Cars and Toyota, Al Ayam, National water Resources Authority (NWRA) Yemen Telecom, Yemen Mobile, Hail Saied Group. General Investment Authority, Bridgeston, Qapco, Yemen Commercial Bank, Al Rowaishan Group, Yemen Post , Natco Pharma , Philadelphia Pharmaceeuticals , Modern Pharma , Al Rowaishan Motors , Public Telecommunications , Express Mail services (EMS) Marassi Advertising , Aramex , United Industries " Rothmans " , Yemen Int'l Hospital (**Yemen**)
4. First Investment, Kuwait Oil Company, Scientific Research Institution, Kuwait Cement Company, Kuwait investment Authority, Kuwait Gulf Oil Company ( KOC ) and Aramco , Gulf Oil Operations , Al-Sayer Franchising, National Guard, Kuwait Petroleum Co., (KPC) Kuwait Aviation Service (KASCO), Kuwait Investment House, The Scientific Center, Ministry of Public works, Ministry of Transportations, Civil Service Commission, (**Kuwait**)
5. Glaxco "GSK" ,toyota Jeddah, Majdouie Dammam, Prince Sultan Foundation, Faisal Islamic Bank, Yamama Cement Company, Arabian Cement Co., Ltd. Okaz For Publishing, Savola and Muwasah Hospital, Royal Commission for Jubail and Yanbu, Ministry of information, Ministry of Finance, Capital Market Authority Saudi Aramco Mobil Refinery Co., LTD., "SAMRF" , Saudi Telecom,, , Mobily ,Ministry of Oil, Saudi Aramco, Arasco, Saudi Credit & Saving Bank "SCSB" Ministry of Foreign Affairs, Ministry of Transport Saudi Pharmaceutical, Technical College, Saudi Capital ,

- al Mutalaq Furniture , Asiaf Holding , Ministry of Civil Services,(**Saudi Arabia**)
6. Ministry of Finance and Civilian Planning Organization, Qatar Fertilizer, Hamad Int'l Hospital ,(Qatar).
  7. Ministry of Works and Housing, (**Bahrain**)
  8. Cencom , " CTC " , SAMSUNG , Central Bank of Sudan, Petrodar Operating Company (PDOC), Petroleum Training Center ( PTC ) , White Nile Operating Co. Ltd. (WNPOC), Sudatel, Suda Service, Sudani , Sudatel , Zain , MTN , CANAR Telecommunications , CoffTea Trading, The National Electricity Corp. Housing & Development Fund , Sudani Telecommunications, Pharmaixir , Falag Medical Co., Amipharma , Jamgom Pharma , Tyser Medical , Badr Pharma , Agial Pharma , City Pharma , Al Hekma , Dal Medical , Sayga Investment Co., " DAL" , Social Security Investment Authority ,Nile Petroleum Co. LTD, Saria Industrial Complex , Giad El Seweedy Cables Co. , The Sudanese Standard Metrology Organization , General Medical Supplies Public Corporation ( GMSPC ) , Advanced Engineering Works , Sea Port Institute (**Sudan**).
  9. Mawared National Company, Jordan investment Board Ministry of Finance , Orange Tele Communications (**Jordan**)
  10. Total Oil , Al Madar Telecommunications , Libya Central Bank , Ministry of Defence ,Ministry of Labour , Green Book Centery , libyan Aircraft Engineering Maintenance , (**Libya**)
  11. Abu Dhabi Distribution Company (ADDC), Electronic Government, Center for Management and Professional Development, University of Dubai, , Ras Al Khamah Chamber of Commerce , Road & Traffic Authority (RTA), Evonik industries , Dubai Chamber, Union Properties Abnoc & Brouge, Abu Dhabi, Abu Dhabi Health Services



Co., (SEHA), Western Medical Region, Ambulatory Health, Abu Dhabi, Abu Dhabi Water and Electricity Authority (ADWEA), Emirates College for Technology, Abu Dhabi, Al Khawarizmi Int'L Collage, Abu Dhabi, Abu Dhabi, National Oil Co. "ADNOC", Abu Dhabi, Dubai Municipality (U.A.E).

12. Ministry of Health , Ministry of Telecommunications ( IRAQ )

**Sales and marketing training programs implemented:**

- Marketing Crisis Management.
- Managing & Promoting Small Projects.
- Business Etiquette
- Business Communications
- Effective Sales Manager, Professional skills.
- How to launch new products in the market place ?
- Advanced Selling Techniques
- Sales Management
- Selling & Promoting Pharma. Products
- Competitive Selling
- Cross-Selling & Up-Selling
- Sales & Marketing for Better Results.
- Certified Sales Manager.
- Social Responsibility & Company Image.
- Developing Integrated Marketing Communications.
- Customer Relationship Management (CRM)
- Customer Care & Call Handing
- Supply Chain Management.
- Customer Purchase & Trends.
- Selling and Negotiation Strategies
- Creative Selling Techniques.
- Tele Sales Over Phone.
- Are you a real sales person?

- Professional Selling Skills through Exhibitions.
- Selling Skills and Strategies for Strategic Customers.
- Principles of Marketing.
- Introduction and fundamentals of sales and marketing.
- Marketing world.
- Winning customer loyalty.
- Strategic marketing.
- Professional selling skills.
- Handling customer complaints.
- Effective selling techniques/ skills.
- Promoting mini projects (NGO'S).
- Customer service.
- The Art of dealing with customers.
- Public Relations/ Advertising.
- Effective call skills.
- Marketing Services.
- Effective Merchandising and Promotional Skills.
- Personal selling and promotion.
- Effective Marketing for FMCG and service.
- Marketing Research.
- Micro Finance Projects.
- Direct Marketing Strategies.
- How to Develop a Marketing Plan.

**Management training programs implemented:**

- Anger Management
- Personal Effectiveness
- Managing Multiple Tasks & Priorities
- Corporate Social Responsibility " CSR "
- Organization Image

- E. Government
- Telephone Etiquette
- Train the Trainers (TOT).
- E. Training
- Effective Presentation Skills
- Managing Man power and succession planning.
- Performance Management and Appraisal.
- Business Planning.
- Business Writing
- E-mail etiquette
- Time & Stress Management.
- Effective Communications skills.
- Advanced Customer Service Management at the Work Place
- Effective Planning skills.
- Effective Delegation Skills.
- Supervisory and Leadership skills.
- Effective Negotiation skills.
- Managing & Motivating your Team
- Advanced professional Secretaries.
- Report writing skills.
- Management skills.
- Decision Making skills.
- Customer service.
- Executive Secretary and office Management.
- Managing and Motivating People .
- New concept of Public Relation.
- Understanding the Best Practice for Effective Meetings.
- Problem solving and decision Making.
- Managing and organizing Conferences and Exhibitions.
- Professional skills in dealing with customers.
- Strategic planning.
- Modern Management and Leadership.

### **Training seminars attended:**

- TOT by German Technical Cooperation (GTZ-INVENT) ,the Capacity Building Int'l , Germany , held in Cairo , Egypt , ) ,
- Oct.10-14,2010
- Field Force Excellence (FFX) for field force sales managers , by Imperial Tobacco, Lebanon July 5-9, 2010 & 19-23.
- TOT Training by Imperial Tobacco, Morocco, from 31/3 to 3/4/2010.
- IFC – IED workshop on the discussion of IFC's results in delivery of Advisory services to its clients, Cairo, June 2, 2009.
- Leadership workshop organized by Management Center Europe, Feb. 2009.
- Workshop on: "Negotiation With Giant," Dealing With Retailers, Standards, Regulations and Skills of Negotiations, Organized by the Egyptian German Development Cooperation, Small and Medium Enterprise Program, May 2008.
- Business Edge Training of Trainer (TOT) Feb. 9-12, 2008 held by the International Finance Corp. (IFC), the world Bank Group.
- Problem Solving, American Chamber, Cairo , March 2007.
- TOT programe with the USAID funded EIEP Project School of Business, University of Maryland, Nov. 2006.
- TOR programe with Avanti International constancy, Sept. 2006.
- Effective Management, Cairo, 2005.
- Time Management, Cairo, 2004.
- Negotiation Management, Cairo, 2003.
- Effective planning, Cairo, 2002.

- Effective Management Skills course. British Council, September 2000.
- Planning and Management Skills, at the British Council, Cairo, September, 1999.
- Competitive Edge Program series on trade Marketing and Distribution in Dubai, U.A.E. from 18 May 1996 till 24 May 1996.
- Supervisory Skills course: Provided by BAT in December 1992.
- Product Seminar: Held in Antwerp, Belgium from 22 April 1990 till 28 April 1990 by Brown and Williamson International Tobacco
- Quality Awareness Program: Held in Brussels from 21 till 28 September 1988 by Brown and Williamson International Tobacco.
- Supervisory Skills Course: Held in Dubai from 1 till 3 September 1987 by British American Tobacco.

### **Researches, studies and Conferences :**

- 1- Speaker, on The 4th Sales & Marketing Forum in Sanaa, Yemen Organized by Qurtoba Management & Training, November 2012.
- 2- Speaker , Leaders Capitalization Conference , The Inside-Out Approach to Develop Leaders of Organizational Change , Khartoum , Feb.26-29, 2012 Organized by Reference for Training & Consulting , Jordan
- 3- Attended " Child Participation , together we decide , organized by UNICEF , Egypt , Jan 10,2011.
- 4- Speaker , presented a paper work on how to sell & promote pharma products , during the Arab Pharmacist conference held in Khartoum on

- April 2,2011.
- 5- Speaker, on The 3<sup>rd</sup> Sales & Marketing Forum in Sanaa, Yemen Organized by Qurtoba Management & Training, Oct. 23-24,2010.
  - 6- Speaker, on the impact of Marketing & Public Relations on the company image, Organized by Qurtoba Management Training, Yemen, Nov. 15-16, 2009.
  - 7- Speaker, on the role of impact of social Marketing and public relations on the company image, organized by Reference consulting , Amman, Jordan, Oct. 26-27-2009.
  - 8- Participation with 3ie International Conference (The International Initiative for Impact Evaluation) in cooperation with the UNICEF Egypt, March 28-April 2, 2009. Cairo.
  - 9- Participation in Child Poverty and Disparities for Social Justice Organized by UNICEF, Egypt Jan.9-12, 2009.
  - 10- UNICEF Symposium on Research & Evaluation in Egypt towards Evidence Based Policies, Egypt, Dec. 21-22, 2008.
  - 11- Participation on the Regional Training and Human Resources Conference held in Cairo 14-16/10/2008 Through Published Paper on Human Initiatives in Action.
  - 12- Participation on Partnership between Civil Organizations and information organized by the Arab Networking organization British Council, Cairo, Oct. 29-30/2007.
  - 13- Participation on the Regional Workshop on (Movement of Natural Persons and its impact on Development in Arab countries held by Arab Labor organization and UN-ESCWA "United Nations Economic Commission for Western Asia", Cairo, Egypt 5-6/9/2007.
  - 14- First Public Relations Consultants, Forum Khartoum,Aug.13-16, 2007.
  - 15- Published Research on Education and Employment Challenge, the second International Education Conference, Sadat Academy for Management science, May 2006.

- 16- Effective participation with Arab Net working organization forum on NGO participation, Cairo, May 2006.
- 17- Effective participation through the second International Decentralization Conference, sadat Academy for Management Science, Jan. 28-29/2006.
- 18- Participation in the 7<sup>th</sup> Annual conference, Human Development and future Management, Cairo, Sept. 17-19,2005 by presenting a paper on unemployment in Egypt and positive impact of foreign investment on Egypt future development.

### **Professional Experience:**

#### **Schweppes Company ,Egypt**

##### **Key Accounts Manager.**

From 15<sup>th</sup> June 1998 to 31<sup>st</sup> March 2009.

Key Achievements and responsibilities:

- Open new markets.
- Identify Business opportunities.
- Achieve agreed sales targets.
- Contribute to the company market share.
- Consultant/ Trainer
- Sales, Marketing and Management.

#### **British American Tobacco (BAT)**

##### **Trade Marketing Area Manager.**

**Central Region Riyadh, Saudi Arabia.**

**From 1<sup>st</sup> January 1993 till 31<sup>st</sup> December 1997**

**Key achievements and responsibilities:**

- Coaching Trade Marketing representatives to achieve BAT Trade Marketing Standards.
- Negotiating improved value from BAT in market investments.
- Improving and developing distributor's effectiveness.
- Managing central region.
- Supervising Trade Marketing Representatives' activities.
- Sales improvement and development of sales monitoring techniques.
- Significant contributions to stock cover targets.
- Managing territory meetings and conference calls.
- Implementing Key Account Management system.
- Achieving BAT merchandising plan.
- Implementing and conducting innovated promotional activities.
- Measuring the effectiveness of the promotional activities.
- Setting-up objectives for trade incentives.
- Researching promotions with third party.

## **British American Tobacco (BAT)**

### **Sales Supervisor**

### **Qatar Bahrain and Saudi Arabia**

#### **From 1988 till 1993.**

#### **Key achievements and responsibilities:**

- Maintained and developed the company's Business in Bahrain and Qatar successfully from 1988 through 1990 and in Saudi Arabia From 1990 till 1995.
- Extended the company's market share through the introduction of new marketing initiatives marking a significant sales boost.
- Supervising promoters.
- Working closely with distributors.



- Implementing and conducting promotional plans.
- Coordinating the different marketing activities.
- Sales monitoring.
- Identifying and pursuing business opportunities.

### **British American Tobacco (BAT)**

#### **Sales promoter**

#### **Riyadh, Saudi Arabia**

#### **From 1985 through 1988.**

#### **Key achievements and responsibilities:**

- Successfully implemented the company's activities in all trade channels.
- Implementing marketing strategies successfully.
- Merchandising and improving effectiveness for display.
- Managing key accounts effectively.

### **National Bank of Abu Dhabi**

#### **Banker**

#### **Cairo Main Branch.**

#### **From 1980 till 1985**

#### **Key achievements and responsibilities:**

- Worked for the National Bank of Abu Dhabi, Cairo main Branch since 1982 and for Delta International Bank in 1980 in the following departments: Telex , Time deposit, Credit.

### **Middle East Marketing Research Bureau (MEMRB)**

#### **Researcher and supervisor, Cairo**

#### **From 1979 till 1980**

### **Key achievements and responsibilities:**

- Worked in the following studies:
- Batteries survey, Media ,Marlboro, Dunhill and Du Murrier Cigarettes.

### **Other experience:**

- Training with the (UNHCR) United Nations High Commissioner of Refugees in Cairo for one year 1979.
- Evaluation of social services studies conducted by the Institute of National planning in Cairo 1979.
- Training with the Social research Center (SRC) with the American University in Cairo on family planning projects in 1979.
- Represented Egypt in the International Red Cross, Red Crescent Youth Conference in Belgrade in September 1977 and Head the Egyptian delegation.

### **Additional Skills:**

- Comfortable user of computer whether
- **Hobbies:**
- Reading, swimming, traveling, music and Sports.

### **Education and qualifications:**

- PH.D in Business Administration, with Grade V. Good, From The Netherlands , 2007 ,. On Corporate Social Responsibility ( CSR ).
- Master in Marketing from Sadat Academy for Management Science Cairo , Egypt , 2005.
- High Diploma in Management Science from Sadat Academy for Management and Science with grade V. Good, (86%), May 2003.
- Business English Diploma by correspondence from England, 1982.

- Translation Diploma, American University, Cairo 1978.
- BA in Social development 1977 with V. Good grade (81 %) from faculty of Social Work, Helwan University , Cairo , Egypt.

### **LANGUAGES**

**Arabic** : Mother tongue  
**English** : Perfect written/spoken  
**French** : Fair

### **PERSONAL DATA**

**Date of birth** : 12 August 1955.  
**Nationality** : Egyptian.  
**Status** : Married.  
**Address** : 4 Street 9, Midan El Nafoura, El Mokattam City  
 Cairo, Egypt.  
**Telephone** : (Home) (+2) 25081243  
**Mobile** : + 2 01118772977 and + 2 0122-446-9752  
**Email** : samirattia\_8@hotmail.com  
 Samirattia8@gmail.com

### **Membership**

- UNICEF, Egypt.
- American Management Association (AMA).
- Int'l Trainer Forum
- Arab Management Association.
- Egypt Shooting Club.
- Wadi Degla Sports Club