



DR. SAMIR RAMZY ATTIA

PROFILE

Samir is an International CSR Consultant/ Certified Management Trainer.

He is expert facilitator / consultant/trainer in delivering management and soft skills courses and master classes at corporate and academic.

He is very pragmatic trainer through his use of interactive learning approach which is results oriented

He provides consulting, helping organizations to achieve their desired business goals & shaping strategies.

CONTACT

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4 Str. 9, Midan Elnafora,
Mokattam, Cairo, Egypt

Date of Birth: Aug.12,1955

Nationality: Egyptian

CURRICULUM VITEA

MANAGEMENT EXPERT /BUSINESS TRAINER

2005 TO PRESENT

International CSR Expert/Business Trainer provide Marketing consulting, shaping strategies and provides immediate business solutions to private and Public Sectors to achieve their desired business goals. Also deliver World Class Workshops in management, developing capabilities to leading International Companies in different industries- including SMEs, NGOs, education, Oil & Gas where value added is achieved. Enjoying Solid experience in SMEs, aspiring Entrepreneurs for economic empowerment & sustainable growth in major projects such: UNIDO, Rabha project, Drosos & Startups Companies, 2022. Another project to qualify Refugees to labor market in 2018 and financed by GIZ & IOM. As well as Marketing Consultations to some major SMEs projects financed by European Union (EU) to raise the standard of living in some low-income areas in Egypt in 2008 &2009.

KEY ACCOUNTS MANAGER, SCHWEPPE COMPANY, EGYPT

1998 TO 2009

Increased sales targets, market share, managing sales team, identifying new business opportunities, keeping/maintaining excellent trade relationships and where I successfully increased Schweppes Market share from 4 % in 1999 to 7 % in 2005

Trade Marketing Manager

British American Tobacco (BAT)Middle East

1994-1998 (Saudi Arabia), Bahrain & Qatar.

Increased Kent market share in Bahrain from 0.1% in 1988 to 5% in 1990

Achieving BAT investment plan, managing distributors, managing Trade Marketing Representatives (TMRs), managing territory, identifying new business opportunities, keeping/maintaining excellent trade relationships.

Area Manager

British American Tobacco (BAT) Middle East

1993-1997 (Saudi Arabia, Bahrain & Qatar)

Managing distributors, territory, trade marketing REPs, achieving agreed sales targets, identifying new business opportunities, Keeping/maintaining excellent trade relationships.

Sales Supervisor

British American Tobacco (BAT)

1990-1992 (Bahrain & Qatar)

Increased KENT Market share from 0.1% in 1988 to 5% in 1990

Sales Promoter

British American Tobacco (BAT) Middle East

Saudi Arabia

Successful launch of Barclay product in Saudi Arabia with extensive Point of sales Materials achieving amazing sales.

COMPETENCIES

- Teamwork
- Leadership
- Effective communication skills
- Results oriented
- Self-starter
- Motivated
- Adaptability
- Showing initiative
- Flexibility
- Ability to learn
- Self-development
- Understanding the environment
- Customer oriented
- Trustworthiness & Ethics
- Ambition
- Performing under pressure
- Helping
- Enjoying in developing capabilities
- Reliable

AREAS OF EXPERTISE

- Sales & Marketing
- Corporate Social

EDUCATION

PH.D. IN CORPORATE SOCIAL RESPONSIBILITY

HOLLAND ACADEMY FOR SCIENCE & ARTS, NETHERLANDS, 2007

MASTER'S IN MANAGEMENT, MAXIMIZING COMPANY'S IMAGE

SADAT ACADEMY FOR MANAGEMENT SCIENCE, EGYPT. 2005

HIGH DIPLOMA IN MANAGEMENT

SADAT ACADEMY FOR MANAGEMENT SCIENCE, EGYPT, 2001

BACHELOR'S IN SOCIAL SCIENCE, EGYPT, 1977

DIPLOMA IN TRANSLATION

THE AMERICAN UNIVERSITY IN CAIRO, EGYPT, 1977

INTERNATIONAL PARTNERSHIPS

- Management Center Europe (MCE)
- International Finance Corporation (IFC)
- Management & Strategic Planning Expert with American Management Institute (AMI) -USA
- Optimum Results, Ireland.
- Institute of professional managers, James Madison University, U.S.A.
- Optimum Results, Ireland
- Innovage Consulting, Cyprus

- Saudi Arabian CSR Network
- Kuwait Petroleum Corporation (KPC)
- Coptic Evangelical Organization for Social Services (CEOSS)
- Arab Administrative Development Organization (ARADO) the Arab League (AL).
- ESLSCA Business School