

PROFILE OF THE Trainer

Samir Ramzy Attia, PH.D.



Samir is a Senior Associate with Management Center Europe (MCE), The American Management Association (AMA), International Finance Corporation (IFC), GIZ, USAID and Arab League (AL).

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.

Work Experience

Samir enjoys 25 years sales and marketing professional and practical experience with leading Multinational Companies in which from 1985 to 1997 with British American Tobacco (BAT) Middle East. He was assigned as a sales promoter in Saudi from 1985 to 1998 and promoted to sales Supervisor (Bahrain & Qatar) where he achieved a significant contribution in terms of market share of Kent Cigarettes where he moved from 0.1 % to 5 % total market share in Bahrain in 18 Month. As a result, he was promoted again to Trade Marketing Manager (TMM) from 1994 to 1998 responsible for Saudi, Bahrain & Qatar markets. His mission was to achieve agreed sales targets, identify new business opportunities, manage distributors, territories and Trade Marketing Representatives (TMR), Keep and maintain excellent trade relationships.

Samir joined Schweppes Company, Egypt as Key Accounts Manager. (KAM) From 1998 to 2009 where he effectively participated in launching new soft drinks brands in the market place, exceeding sales targets and identifying new markets as well.

Industry Experience

His industry experience with major clients includes Oil & Gas Leading Companies Banks, FMCG, Real Estate, Utilities, Ministries, Academics and SME's in the Middle East and Europe.

In Oil and gas sector and in Kuwait , Samir enjoyed sharing experience with Kuwait Oil Company and its subsidiaries KOC , KNPC , NPOC , since 2002 . Also Chevron Kuwait , PIC , ExxonMobil, Cargas , Gastech , Petrojet .

In Saudi Arabia, effectively contributed to a major project with SABIC and for Six Royal Commission for Jubail & Yanbu for Six moth. Also, KJO, Khafj and Saudi Aramco.

In UAE, ADNOC & ADNOC Distribution and Brouge in Abu Dhabi. , Oil Libya, MB petroleum in Muscat, Al Maha petroleum in Jordan .Also many Leading Oil Companies in Khartoum and Egypt.

In Telecommunication industry he enjoyed training most of service providers such Orang , ZAIN , ETISALAT , STC & Mobily in Saudi , Al Madar in Libya and all Companies in Yemen and Khartoum.

In Banking : Tameer Bank , Lahore , Saudi Credit & Saving as an assignment by International Finance Corporation (IFC) , Kuwait Investment House , Libya Central Bank , Umm Durman Bank , National Bank of Khartoum , Labor Bank in Khartoum and Banque Du Caire , Egypt.

A major project the Ministry of Health & Hamad Medical City in Doha , Abu Dhabi , Saudi , Iraq & Egypt , EU financed project for holding Water Company , Egypt , Most of Ministries in Egypt to qualify Senior Management to Undersecretary positions .

Also some major Clients in different industries such as : GLAXCO & NOVARTIS Saudi , Imperial Tobacco , Rothamns in Yemen , Toyota and HUNDAI in Saudi , Mercedes Egypt , EVONIC, Dubai, DHL , OTIS ,Hail Saied Group , Yemen , Pepico , Arrak , Sayga in Khartoum ,

In education : University of Sharjah, University of Dubai , Emirates College of Technology , Al Khawarizmi International College , Abu Dhabi , The American University in Cairo , Ministry of Education in Muscat and Egypt , Arab Administrative for Development Organization (ARADO) The Arab League (AL.).

SME's : Sales & Marketing Consultant/trainer to a Major project/ Initiatives in Egypt financed by EU to raise , improve the standard of living of some poor families and empowering ladies to gain vocational skills and eliminating unemployment . Also working with NGO's loans Organization.

Samir always invited to be a Guest Speaker in Conferences, T.V. and Radio.

Educational Qualification / Affiliations

Samir Obtained his PH.D. in Corporate Social Responsibility (CSR) in 2007 from Netherlands and Master in Management on Maximizing The Company's Image from Sadat's Academy for Management & Science in 2005 .Also a higher Management Diploma in Management from Sadat's Academy for Management Science in 2001.Also he obtained the Bachelor of Social Work from Egypt in 1977 and English/Arabic translation Diploma in 1977 from the American University in Cairo.

Samir has Partnership / Affiliations with the Management Center Europe (MCE) , the American Management Association (AMA) , USA , International Finance Corporation (IFC) the World Bank Group (WBG) , GIZ , USAID , Arab Administrative Development Organization (ARADO) the Arab League (AL) and Leader's Qualification Center, Egypt.

Publications

The International Telex in 1983

Skills/Attributes

Samir likes working with people and considers them as human beings & intellectual Capital. He is keen to solve their problems that might affect their performance. He is reliable in delivering quality training and adding value. He is proactive, achiever, cooperative , passionate , sensible , adaptable , forgiving and results driven.

Examples of training courses recently conducted by Samir

Effective selling techniques & strategies , Principles of Marketing , Superior Customer Service , Customer Care & Call Handling , leading your team , Effective Teams , Supervisory Skills , TOT , Business Writing , Effective Communication , Negotiate to Win , Time & Stress Management , Productive Meetings , Effective Presentation Skills , Anger Management , Office Management and Customer Relationship Management (CRM)

List of Consultancy executed by Samir

- Coptic Evangelical Organization for Social Services “CEOSS” Consultant/trainer for loans development and EU financed initiatives / projects in poor areas to improve the standard of living , and empowering poor ladies and learning them vocational training and skills.
- Schweppes Company, Egypt, Evaluating sales performance.
- KIOSK Study in Watania “ DELL “ Shops in selective petrol Station in Cairo , Egypt.