

**PROFITONAL SUMMARY**

A multifaceted management professional with 18+ years of international experience in driving business growth through marketing, strategy planning and international business development initiatives, having core competencies in operations management, product and project management in addition to providing product and services innovation within the telecom sector, Food Products Marketing, Community Engagement in Humanitarian and Volunteer in INJAZ Association as a Mentor and Trainer of the volunteers, Seeking a senior position to implement accrued experience in Business Development and large strategic partnerships in markets, through already established business networks.

**PERSONAL INFORMATION**

Birth Date	: 1 October 1972	Marital Status	: Married
Nationality	: Jordan	Languages	: Arabic, English and French

**EXPERTIES**

Project and Product Management- Strategic Planning- Sales and Marketing- Service Management- Leadership - Business Development -Innovation - New Product Development- Vendors Management - Business Case - Business Modeling- Trainer- Public Speaking - Market and Competitor Analysis - Design Business Process - Procurements, Negotiation - Contract Management - Budgeting and Costing - Cross- Functional -Team Leadership - Vendor Selection- Critical Thinking- Decision Making and Problem Solving- Forecasting - Training.

**PROFESSIONAL EXPERIENCE****Freelancer Consultant****Aug 2017 - Present**
**Community Engagement Recreation and Sport Project Coordinator of International Relief and Development (IRD)**  
**Mafrak - Jordan**
**Nov 2016 – Aug 2017****Highlights:**

- Lead 6 projects managers; implement 19 projects, programs and activities in (Recreation, Vocational, Post Basic Education, innovation club, daily activities and sports).
- Conduct research into community needs, Identify programming and that responds to those needs in innovative way, and Assess, develop and implement community programs that reflect the community needs.
- Organized focus group and community gathering, to identify gaps, develop, recommend and implement the existing and new projects and programs.
- Manage 5 community centers, 6 football Basketball and Vole ball, 135 employees under my management, Monitor and evaluate the efficiency and effectiveness of service delivery methods and procedures, manage the process of cash for work process, build and manage the budget and the procurement plan for the component, and coordinate needs of various partners use the community centers and football fields.
- Coordinate and establish good working relationships as well as develop new partnerships with other community-based recreation service providers in Zaatari camp and the donor UNHCR.

**Marketing Director of ALAMER FOOD Company / Amman - Jordan****Dec 2014 – Oct 2016****Highlights:**

- Lead and implement annual marketing plans that resulted in consistent sales increases, during the first year, marketing played a key role in achieving sales growth that consistently outperformed.
- Direct and develop business-to-consumer, business-to-business and associate to family.
- Drive the development and executing an integrated marketing and communication strategy for launching 16 new products in the first year, and build the development plan for the future innovative products.

**Senior Marketing Manager for Broadband and Voice Stream, Orange Group Marketing & Innovation Emerging Market /Technocentre / Amman – Jordan**
**Aug 2011 – Nov 2014****Highlights:**

- (Worked in 2 stints in this position from Aug 2011 – Nov 2014 and previously from Mar 2008 - Jan 2011)
- Leading and managing the team of projects and Product managers of end to end wireless products and services development, for broadband and VAS services (Internet For All, Call completion, Shared mobile broadband: Surf and Pay and Domino, internet for all and WIFI routers).
- Established close relation with R & D and technical team to develop new concepts innovations for low balance ecosystem products, and assess necessary feasibility studies to have new customized innovations like (internet for all in rural area), across 24 affiliates in Africa, Middle East and Asia.

- Developed and Setting the portfolio and roadmap of innovation, requirements and business development plans for 3G & 4G broadband & VAS for Wireless products and services.
- Monitoring and assessing product lifecycle for broadband and VAS and the customer experience, and collecting customer's feedback and suggestions, and share it with the people in-charge for the KPIs.
- Leading product launch process by the project management (Time To Market), for broadband products in top of 3G, 4G and VAS services, define the product requirement, proof concept, prototype, testing, design business model with the right go to market approach.
- Held ownership and accountability for all Go 2 market activities related to the Soho's & Small Enterprise markets.

**Country support Manager, Broadband and Voice Stream, Orange Group Marketing & Innovation Emerging Market /Technocentre / Paris - France**  
**Jan 2011 – Aug 2011**

**Highlights:**

- Refined and managed the market intelligence framework for the business unit, ensuring the relevant feed to optimize decision making for business in 3 countries in Africa (Uganda, Mauritius & Madagascar).
- Played a pivotal role in managing cross country teams to deliver the new innovation based on predefined road map, and managed operational oversight (Marketing, Finance, Sourcing, Technical, Legal , Design , User Experience R&D, Local Projects) and relationship with key stakeholders to ensure commercial levers are optimized.

**Line Project manager / Senior Marketing Manager for SOHO Stream, Orange Group Marketing & Innovation for Emerging Market/ Technocentre / Amman – Jordan**  
**2011**  
**Mar 2008 – Jan**

**Highlights:**

- Manage projects in capacity of project and product manager and launched products, services and customized innovations for AMEA region across 24 countries in Africa, Middle East and Asia.
- Held ownership and accountability for all Go 2 market activities related to the Soho's & Small Enterprise markets.
- Worked with affiliate's project managers to ensure successful product launches & product promotions and campaigns in alignment with strategic objectives of the cluster and in the countries.
- Launched 3 services one number, M2M: -Fleet Management and Smart Metering services and delivered to 3 countries.
- Defined, coordinated & followed-up on all the communications & campaigns towards marketing strategies for local and Group's expectations.
- Enhanced effectiveness (profitability, time-to-close, market share) of market segment through creative approaches to wireless product/service offerings and bundling using market research, customer feedback, trend analysis and competitor analysis.

**Commodity Manager of Customer Premises Equipment Orange Group sourcing / Paris –France**  
**Nov 2006 – Mar 2008**

**Highlights:**

- Managing the Group RFP project to implement group strategies to meet cost, quality, and risk management objectives by effectively handled CPE's mobile and fixed RFP project, spends worth € 70M during years 2006-2008 for 10 countries 7 European and 3 African countries.
- Run multiple sourcing events and managed all global telecom contracts with highest saving rate reach (15% - € 10.5M).
- Managed a team of 15 staff from different sectors (Legal, Technical, sourcing local/International representatives and marketing managers) in 7 European and 3 African countries.
- Managed 10 suppliers at corporate level with key suppliers such as Thomson, Philips, and Siemens and manage the Negotiated effectively with all suppliers for procurement of CPE's, and oversaw the entire process right from order to purchase through delivery and payment.

**Product Leader /Senior Products Leader / Value Added Service Section Chief of CPE's, Jordan Telecom (JT) / Amman - Jordan**  
**April 2001 – Nov 2006**

**Highlights:**

- Launched Voice mail service over fixed line in 2001
- Manage the project of CPE's, and manage roadmaps and product requirements, and have been instrumental in launching mobile devices project in Jordan telecom shops with total revenue of JD 1Million in the year 2006.
- Defined products vision and future directions and during the launch of PC initiative in Jordan Telecom in 2005.
- Planned and implemented work schedules for specific marketing/ promotion campaigns, and new product launch activities including CPE's (Mobile, Fixed, fax and IP phone) portfolio involvement in France Telecom Group selection process "Home Group Device Requirements".

▪ **Previous Experiences:**

- January 2000- April 2001: Marketing Coordinator, Jordan Telecom, Amman, Jordan
- January 1999 - April 2000: Sales consultant, Jordan Telecom, Amman, Jordan
- July 1996 - August 1997: Assistant Manager, Popeye's Restaurant Amman, Jordan

**EDUCATION**

**Al-Isra Privet University**, Amman, Jordan  
Bachelor's Degree in Business Administration

**June 1995**

**SKILLS**

- Computer related Skills: MS Office, MS project, Visio, e-RFP

**Volunteer Work**

- Mentor with INJAZ association 9+ to prepare the students in the schools and universities for the labor market.
- Volunteer's trainer in the universities, privet and governmental Schools of Life Skills, Destination Imagination, Company Program, Educational Foundation Project Management programs.
- Judge in INJAZ social initiatives evaluation Jury, I Participate in the evaluation of 50 social initiates of the University students of the Hashemite kingdom of Jordan in 2016.

**TRAINING**

- 2003: - PMP 50 hours training at Method Training Center
- 2015: - TOT (Trainer of Trainers)50 Hours training at INJAZ NGO and Kader training center
- 2016: - PMIEF (Project Management Institute Education Foundation) e Net Learning.
- 2017- Communication and Community engagement at Communication with Disaster Affected Communities (CDAC)
- 2017- Blumont Project Execution at Blumont
- 2017- Combating Human Trafficking at Blumont
- 2017- Code of Conduct at Blumont