Dr. Hesham O. Dinana

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Profile

An international executive and an adjunct professor with over **30 years of experience in strategy, marketing, information technology management, field and corporate service, manufacturing, and engineering in the USA, Holland, Germany, Egypt, and the Gulf region.**

My work experience includes working with a wide array of organizations including: **Multinationals, SMEs, and International Funding Agencies (EBRD, IFC, CIDA, USAID, EU and ADB)**

My academic qualifications include a **Doctorate degree in Business Administration, a MBA, and a Graduate Diploma and Bachelor of Science in Biomedical Engineering…** Worked as an adjunct professor for over 15 years at some of the leading business schools in Egypt… teaching and supervising many Theses & Dissertations.

**My current/past key positions include the following:**

* **Vice President & Managing Director** of EFESO consulting – a multinational consulting group with 27 offices globally and listed on the Paris Stock Exchange.
* **President/CEO** of Hands-on Management Consulting- an international firm with offices in USA, Middle East and Europe.
* **Adjunct Professor of Marketing** & **Management** at the American University in Cairo, the Arab

Academy Graduate School of Business, and Misr International University

* **Member of the Academic Advisory Board** of the Regional IT Institute (RITI)
* **Marketing Department Academic Consultant** for Misr International University
* **Elected Board Member** to the Egyptian Chamber of Information and Telecommunications Industry
* **Board Advisor & Project Director** of the Children Cancer Hospital of Egypt (57357)
* **Board Member** of the Egyptian Junior Businessmen Association (EJB)
* **Secretary General for** the Egyptian Management Consultants Association
* **Founding Member of** the Egyptian Directors & Governance Association

Summary of qualifications

* Subject Matter Expert in Marketing Management and Marketing Communications
* Strong business development, operational, and product/project management expertise.
* Extensive experience in developing and implementing business performance evaluation and control systems using the **Balanced Score Card** framework
* Leading change management initiatives in different type of organizations
* Diverse research and analytical skills, with comprehensive knowledge of services/product marketing processes and business information technology needs.
* Total Quality Management (TQM), business process reengineering, team building and coaching experiences. Strong communication, facilitation and presentation skills.
* Comprehensive understanding of the **Healthcare and Information Technology** industries from the customers, providers and suppliers’ points of view.

Professional Certification

* **Certified Management Consultant** Institute of Management Consultancy (United Kingdom)
* **Certified Balance Score Card Consultant** QPR – Finland
* **Certified Board Director & Corporate Governance Consultant**

ISS Accredited Board Education Program & Egyptian Institute of Directors (EIoD)

Education

Nova Southeastern University 1994-1998

Fort Lauderdale, FL USA

Doctor of Business Administration – **(Distinction with Honors)**

Dissertation: Perceived Risk in Organizational Buying of Services

University of New Haven, School of Business 1992 - 1994

West Haven, CT USA

Masters of Business Administration (MBA)

Eindhoven University, International Institute of Technology 1988 - 1989

Eindhoven, The Netherlands

Graduate Diploma in Medical Electronics

Cairo University, Faculty of Engineering 1981 - 1986

Cairo, Egypt

Bachelor of Systems and Biomedical Engineering **(Distinction with Honors)**

Continued Education

Wharton Business School – Penn State University 2017

Philadelphia, PA USA

Pricing Strategies: Measuring, Capturing and Retaining Value Program

London Business School 2016

London UK

Market Driving Strategies

Harvard Medical School – Harvard University 2014

Boston, MA USA

Maximizing Teaching Skills

Nationality

American Egyptian

Lecturing

**American University in Cairo**

- Principles of Marketing - Marketing for Healthcare Organizations

- Strategic Management - International Business

**Arab Academy Graduate School of Business**

- Strategic Marketing Management - International Marketing

- Marketing Theories & Modeling (DBA class) - Entrepreneurship & SMEs Marketing (DBA class)

**Misr International University**

Marketing Major Graduation Project (Strategic Marketing Planning)

**ESLSCA** Research Methods

Current Position

EFESO Consulting [www.efeso.com](http://www.efeso.com) 2011 to Date

Middle East & Africa

**Vice President/Managing Director**

Managing the regional operations for EFESO Consulting and growing its market penetration in new market segments and new product categories

**Accomplishments:**

- Introduced EFESO World Class Operations Management (WCOM) system to the Middle East region with great success in providing sustainable progression to the customers

- Developed the Healthcare Practice at the Global Level

- Led the development of the global company New Positioning and Communication Strategy

- Grow the business by 150% in five years

- Leading and developing team of consultants from 8 nationalities

Areas of Consulting Expertise

Strategic Management & Business Planning

Marketing Management & Integrated Marketing Communications

International Marketing & Export Development

Franchising Systems Development

Performance Management (Balanced Score Card)

Operational Systems Development (Business Processes)

ICT Strategy (Information & Communication Technology)

Healthcare Management & Marketing

Integrated Marketing Communication Experience

Designed and managed the execution of major campaigns (both ATL & BTL) for key players in Fast Moving Consumer Goods (FMCG – Oil, Ghee, Detergents, Beverages), Home Appliances, (Fringes, Washing Machines, Ovens, Heaters, etc.) Healthcare, Media (Press & on-line) and Real Estate. This work included:

Marketing Communication Strategy Development

Agencies Brief Development

Agencies evaluation & Selection

Media Planning

Production Management

Campaign Airing

Campaign Assessment

Gained extensive hands-on experience in managing the IMC full Value Chain and the different stakeholders engaged in the process (the marketers, the agencies, the media planners, the media outlets, etc.)

Industries Served

Furniture Textiles & Garments

Healthcare/Medical/Pharmaceuticals Information & Comm. Technology

Real Estate Development & Construction Building Materials

Food & Agro Industries Government/Public Institutions

Consulting Assignments

57357 Children Cancer Hospital of Egypt Egypt

Coca Cola International USA

Al Obeikan Group Saudi Arabia

STC (Saudi Telecom Corp.) Saudi Arabia

Qatar Foundation Qatar

Arma Group Egypt

Social Fund for Development & Canadian Aid (CIDA) Egypt

Central Bank of Egypt - Egyptian Banking Institute Egypt

Giza Systems Egypt

Archi Touch Furniture Egypt

Al Fouzan Contracting Co. Saudi Arabia

Secutronic Saudi Arabia

Egyptian Franchise Development Association (EFDA) Egypt

Alkan Group Egypt

Partnership for Competitive Egypt – USAID Egypt

HALJ - Abdel Latif Jamil Company Saudi Arabia

Al Faisaliah Medical & Measurement Systems Saudi Arabia

FinClear UAE

Athear Consulting & Resourcing Egypt/UAE

Egytrans Egypt

Al Sweedy Egypt

Saline Water Conversion Corporation Saudi Arabia

Asian Olympics Organizing Committee Qatar

Nouno Brothers Textile Egypt

Al Farouk Group Egypt

Quatar Foundation Qatar

Council of Family Affairs Qatar

Ministry of Foreign Trade Egypt

Al Babtain Group Kuwait

Abbott Laboratories Egypt

Hospital for the Egyptian Federation for Contractors Egypt

Government of Al-Fujira, United Arab Emirates UAE

Egyptian Exporters Association, ExpoLink Egypt

Arabian Group for Development (AGD) Egypt

CEDPA Egypt

International Military Medical Center Egypt

3Com USA

Shaalan Health System Egypt

Work experience

Academic Experience:

* Lecturing at several leading Academic Institutions in Egypt both for undergraduate and graduate levels (Masters and Doctoral Level)
* Supervising MBA theses and DBA Dissertations in the areas of Strategy & Marketing
* Setting course curriculums, exam guidelines and teaching methodologies for marketing instructors
* Training TAs on advanced teaching techniques (e.g., the use of computer simulation programs)

Non-Academic Experience:

Hands-on Management Consulting [www.hands-onme.com](http://www.hands-onme.com) 2005 to 2011

Cairo, Egypt

**President/CEO**

Established in 1994 in Connecticut, USA, Hands-on grew to be recognized as a regional leader in the areas of Management and Marketing consulting services. I established the Middle East regional office and developed partnerships with representatives in KSA, UAE, and Syria. Also, I developed two new SBUs in the areas of Training and IT Consulting.

**Accomplishments:**

- Within 18 months, I developed two new Business Units focused on Human Capital Development and ICT Consulting. This included the development of the Business Model, the Operational Model, and the detailed Implementation Plan

- Grow the company staff to a total of 20 full time professionals representing the largest full-time consulting team in Egypt.

- Established strategic alliances and partnerships with QPR of Finland, FranExcel of Dubai and DDI of England to complement the company portfolio of services.

- Developed a strong network of freelance consultants and trainers and established a program for Partners’ Relationship Management to ensure commitment and quality control.

- Established the company position as one of the top Framework Contractors working with the **Industrial Modernization Program – Ministry of Industry & EU** to improve the competitiveness of Egyptian industrial companies

SDG Middle East 1999 to 2004

Cairo, Egypt

**President/CEO**

Established the Middle East regional office for SDG Corp., a USA based System Integrator and IT Consulting company. The company focused on the Healthcare and e-Government solutions.

**Accomplishments:**

- Expanded the company projects in Egypt, KSA and UAE through strategic alliances with major industry players such as Raya Holding, Atos Origin, IBM and Hyperlink.

- The company was listed as one of the Top-15 IT Consulting companies in Egypt in a study by the Ministry of Communications & Information Technology.

- Won a number of direct-award contracts from the Ministry of Foreign Trade and the USA AID due to the company recognized expertise and strong reputation.

Philips Medical Systems, North America 1989 to 1999

Shelton, CT USA

**Marketing Manager, Integrated Clinical Solution** 1997 to 1999

As the boundaries between medical technology and information systems starts to blur, the need to develop an integrated system became a strategic business requirement. I was selected to lead Philips’ efforts in developing customer support programs in this new area of business.

**Accomplishments:**

- Developed a complete portfolio of services to meet differing customer requirements.

- Developed pricing models for different system configurations

- Provided training to sales and service staff

**Manager, Remote Technical Assistance Center (R-TAC) 1995 to 1997**

I led a team of 35 Product Specialists and managed a budget of $3.7 million to provide remote services, proactive maintenance services and technical support to all of the Philips’ imaging product lines. We support more than 2,500 internal and external customers all over North America.

**Accomplishments:**

- Rebuilt the team, turned around morale and introduced a new organizational structure to position ourselves for future expansion. The department grew by 35% in less than two years.

- Was selected to represent North America in an international team working on strategies for future service call management and execution with worldwide support capabilities for the next century.

- Pilot tested and implemented new programs to provide remote and proactive maintenance services to our Cardiovascular, Therapy, and CT customers (increased remote services coverage from 10% to about 50% of the customer base).

- In a benchmarking study, my department was identified as a “Best Practice” center in our industry by Coopers & Lybrand.

- Completed the documentation and mapping of all of the department processes and practices to obtain Quality Certification.

**Manager, Service Systems Development 1994-1995**

I acted as an internal consultant to upper management and my main responsibility was to develop and implement a service information strategy to support our business development objectives.

**Accomplishments:**

- The department was established based on my initiative and my efforts to convince management with the importance of having a professional group to develop and manage the integration of our information technology resources with our business processes. In less than a year the group grow from a one-man-show to a team of five system analysts and programmers.

- Led an international team to develop the strategic plans for Philips Medical Systems worldwide Service Information infrastructure for the year 1999 and beyond. Obtained upper management approval and setup implementation plans.

- Developed a program to measure the Cost-of-Quality as a Key Performance Indicator for the North American service organization. This program helped the organization reduce its installation costs by 24%, the warranty costs by 15%, and the failure costs by 10% over an 18-month period.

- Established a program for product performance reporting, analysis and improvement, to support the operational departments in developing the service action plans to improve MTTR, MTBF,..etc.

- Developed a structure for managing all information systems problems and enhancements. This reduced the backlog by 93% and increased internal customer satisfaction by 45%

**Sr. MRI Product Support Engineer 1991-1994**

As the technical product manager, I acted as the focal point of interaction between our field organization and our marketing, R&D, and manufacturing facilities in Europe. My responsibilities included, new product introduction, installed base management and knowledge transfer.

**Accomplishments:**

Introduced Philips’ second generation of MRI systems to the North American service organization. The successful introduction supported the sale of more than 150 units in the first year.

**MRI Installation Specialist 1989-1991**

My primary responsibility was to perform the MRI (Magnetic Resonance Imaging) installations in the field and to provide technical and organizational expertise to insure quality and on time installs.

Philips Medical Systems, Netherlands 1988 -1989 Best, The Netherlands

**MRI Systems Engineer**

I worked both in the MRI manufacturing facility and research center as a part of a team responsible for the development of the second generation of the Philips scanners. I gained expertise in the MRI systems’ production, troubleshooting and testing processes.

BM Egypt 1983 – 1988 Cairo, Egypt

**Customer Support and Sales Engineer**

BM Egypt is a representative to a number of international medical suppliers, such as Boehringer Mannhiem, Hitachi, Hewlett Packard and GE. Working for them gave me a wide range of experiences in selling, installing and servicing different medical devices such as Diagnostic Lab equipment, Hemodialysis machines and Patient Monitoring systems. I was also responsible for the application training of the hospitals’ staff and the technical training of their in-house engineers.

GSF 1985 Munich, Germany

**Research Assistant**

I worked in the department of Medical Information and Systems Research (MEDIS). My work included NMR (Nuclear Magnetic Resonance) applications and computer analysis of brain waves.

Intellectual Contributions

Refereed Proceedings

Dinana, H. (2008). Maintainability Management: A key to effective Serviceability & Maintenance Management,the First International Biomedical & Clinical Engineering Conference, Riyadh KSA.

Dinana, H. (1997). Integrated Healthcare Delivery Systems: Using a Total Quality Management Approach

Proceedings of the New England Business Administration Association Conference, Connecticut USA.

Nonrefereed Proceedings

Dinana, H. (2017). IoT: New Frontier in Marketing, 2nd International Conference on the Future Trends in Marketing , Khartoum, Sudan.

Dinana, H. (2016). New Era Consulting Skills, European Bank for Reconstruction & Development Second International Conference for Competitive Consulting, Tbilisi Georgia.

Dinana, H. (2016). The Rise of the Transient Competitive Advantage, The 2016 Global Competitiveness Forum, Riyadh KSA.

Dinana, H. (2014). The Death of Marketing as we know it, the Arab Academy Graduate School of Business Marketing Forum, Cairo Egypt

Dinana, H. (2008). Building for Healing: Modern Hospitals PM Concepts & Trends, Project Management Institute, International Projects to the Point Conference, Cairo Egypt

Dinana, H. (2001). The Role of NGOs in Healthcare Development in Egypt,The Second International Conference of the Sustainable Development Forum, Cairo Egypt.

Dinana, H. (2000). E-Health: The New Frontier in Healthcare Management, Proceedings of the International Congress on Modern Methods of Hospital Administration, Cairo Egypt.

Dinana, H. (1999). Integrating Healthcare Delivery Systems, Proceedings of the Second International Conference on Quality in Healthcare, Cairo Egypt

Presentations

**The Power of Information in the Age of Digitization**

Women for Success – Women Leaders for Economic Prosperity Forum 2016

**Digital Marketing for Export Growth**

New Exporters Development Forum 2016

**E- Building: Towards Technology Driven Construction Industry**

9th International Conference for Building & Construction 2002

**E- Exhibitions: New Fortier in Trade Fairs Development**

Arab Union for International Fairs & Conferences, Tunisia 2002

**Publications**

**El Tazy, G. & Dinana, H (2018). The Impact of Humorous Advertising on Consumer Buying, Word of Mouth and Recall.** Journal of Business & Retail Management Research (JBRMR) Vol. 12 Issue 2 January 2018

**El Sherbiny, A. & Dinana, H (2016). The Mediating Effect of Customer Perceived Value and Customer Satisfaction on the relationship between Brand Equity and Behavioral Intention**. In Review by the Journal of Services Marketing

**Dinana, H. (1998). Perceived Risk in Organizational Buying of Services**. Proceedings of The American Marketing Association Conference, Boston USA

Research Work

**Supervised more than forty MBA & MIBA theses in Marketing & International Business**

Arab Academy for Science Technology & Maritime Transport

ESLESCA-France

**Supervised more than thirty-five Marketing Diploma graduation projects**

Arab Academy for Science Technology & Maritime Transport

**Supervised twenty theses in strategy & marketing**

Maastricht School of Management (MSM) - RITI

**Supervised five theses in Healthcare Management & Marketing**

American University in Cairo

**Supervised seven Dissertations in Marketing**

Arab Academy Graduate School of Business (AAGSB) – DBA program

Research& Teaching Interests

On-line Marketing (Web Analytics & On-line Behavior)

Internet-of-Things in Marketing

Strategic Marketing & Modeling

Entrepreneurship & SMEs Marketing

Healthcare Marketing

Professional Memberships

- American Management Association

- American College of Healthcare Executives

- Academy of Management

- Egyptian Engineers Association

- Association for Service Managers, International

- Egyptian Society for Quality in Healthcare

- Institute of Management Consultancy (UK)

- Egyptian Junior Business Association

Languages

Arabic, English, German and Dutch

Awards

Teaching Excellence Award (AUC Executive Education) **2015, 2016**

International Who’s Who of Professionals **1996**

“The Difference is You” Quality Award - Philips Medical Systems **1992, 1995**

Engineers’ Certificate of Honor - Egyptian Engineers Association **1986**

Outstanding Student Award - Cairo University **1985**

Training

Conducted a large number of training sessions in the following areas:

* Customer Service
* Strategic Marketing
* Selling Skills
* International Marketing
* Negotiation Skills
* Creative Thinking
* Team Building
* IT for Business Use
* Middle Management/Supervisory Skills

**Sample of Supervised Theses**

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| --- | --- | --- | --- |
| No. | Thesis Title | Name | Year |
| 1 | The Impact of Word-of-Mouth on Customers' Purchase Decision The Case of the Egyptian GSM Services Industry  | Mohamed Ahmed El Hefnawy | 2006 |
| 2 | Studying the Effect of Organizational and Buying Group Characteristics on Selection Criteria of Capital Equipment Suppliers in Egyptian Engineering Industrial Firms  | Amr Ahmed El Sawaf | 2007 |
| 3 | A Study of the External Factors Affecting Egyptian LNG Industry: SEGAS Case | Mohamed Saleh El-Shimy | 2007 |
| 4 | Understanding the Factors that Affect the Usage Behavior of 3G Services in the Egyptian Telecom Industry  | Ahmed Tarek Soliman | 2008 |
| 5 | Determinants of Store Choice Behavior in Egypt ( Hypermarkets in Egypt)  | Amr Fathy Mabrouk  | 2008 |
| 6 | The Effect of Customer Perceived Value on Switching Intention in the Egyptian Mobile Industry- The Influence of Mobile Number Portability  | Hassan Ali Soliman | 2008 |
| 7 | An Examination of Factors Driving Adoption of Brand Board Service in Egypt  | Ahmed Abdulla Abo Zeina | 2009 |
| 8 | A Study of Brand Equity Drivers for Mobile Phone Handsets in the Egyptian Market  | Ahmed Mohamed El Khouly | 2009 |
| 9 | Determinants of Customer Perception for Banc Assurance in Egypt | Noaman Saad El Din Ashour | 2009 |
| 10 | Factors Affecting the Decision Criteria in the Industrial Segment for Buying Lubricants from downstream Oil Companies in Egypt  | Sherif Moustafa Mansour | 2009 |
| 11 | Factors Affecting Stakeholders' Satisfaction in B2B in the Telecommunication Industry in Egypt | Karim Amr Aly Fadel | 2010 |
| 12 | Application of the service dominant logic concept in Measuring Value creation through customer satisfaction within Mobile Peripheral services Case study: First-Service, Company, in the Egyptian Market | Karim Mohamed El Azzawy | 2010 |
| No. | Thesis Title | Name | Year |
| 13 | Egyptian Engineering Consulting Firms: Foreign Markets Out search Capability Assessment  | Mohamed Abdel-Aziz Hassan Abdel-Rahman | 2010 |
| 14 | The Impact of Logo Design Characteristics on the Recognition Dimension of the brand Awareness Construct of Corporate Brand Equity | Mohamed Ahmed Youssef Naguib El Gawahergy | 2010 |
| 15 | The Impact of CRM on the Profitability in the Retail Banking (DBA) | Sameh Salah | 2010 |
| 16 | Towards Employee Engagement in the Strategy Implementation | Kareem Khaled Refaat | 2011 |
| 17 | The Impact of change in Egyptian Retail Market on Consumers' Shopping Behavior | Passant Mostafa Mikkawi | 2011 |
| 18 | A normative model for sales promotion effectiveness for durable goods (DBA) | Ahmed Amr Rashad | 2012 |
| 19 | The Mediating Effect of Customer Perceived Value and Customer Satisfaction on the relationship between Brand Equity and Behavioral Intention (DBA) | Ahmed El Sherbeny | 2015 |
| 20 | The Impact of Humorous Advertising on Consumer Buying, Word of Mouth and Recall  | Ghada El Tazy | 2016 |

**Conferences, Seminars, Workshops**

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|  | **Description** | **Dates** |
| **Conferences Attended** | **P2P 2009 Conference and Exhibition “Speaker”** [**www.p2pevents.net**](http://www.p2pevents.net) **JW Marriott Hotel** **“Building for Healing”** | **December 12-14, 2010** |
| **GCF 2010 :Inspiring Initiatives – Sustainable Competitiveness - Riyadh 2010** [**www.gcf.org.sa**](http://www.gcf.org.sa)Global Competitiveness Forum (GCF) | **January 24-26, 2010** |
| **The EJB in cooperation with (ITIDA)****First annual business process outsourcing conference Entitled “Outsourcing Egypt”*** Presenting a new approach on improving quality, lowering costs, and delivering better business outcomes and results in different services (IT, Customer Service, Telemarketing, HR, Finance,…etc.)
* Considering the importance of Business Process Outsourcing the EJB CIT Committee is currently working on developing and promoting the BPO concept and it’s benefits in Egypt
 | **December 14th 2009** |
| **Syrian Computer Society - Homs Branch****(IT GOVERNANCE)** **Paper Abstract****“*Maximizing the Value from Governance, Risk and Compliance (GRC) Initiatives*”** | **17-20 Nov 2009** |
| **P2P 2009 Conference and Exhibition “Speaker” www.p2pevents.net** | **3– 5 Nov 2009** |
| **SCS Homs 2008 – Syria “Management & Business by using information Technology”**1. ***to “e” or not to “e”***
2. ***Can MIS shape the future of your organization***
 | **3-4 Dec 2008**  |
| **3rd CAIRO INVESTMENT FORUM****“Semiramis Intercontinental Hotel, Cairo** | **Dec 21-22, 2008** |
| **Seminars Attended** | **The 1st Management Consultants Gathering****The Launch of "Partners for development" Initiative****“A proactive positioning platform of professional consultancy in Egypt” – GAFI & Ministry of Investment** | **January 13th, 2009** |
| **The International Financial Crisis: Analysis and Recommendations - Nile University** | **30 Nov 2008** |
| **Practical Solutions to weather the Economic Crisis - KSA** | **22 March 2009** |
| **Workshops****Attended** | **“Workshop on the Role of the Health Management Organizations”****Organized by TAIEX & Federation of Egyptian Industries – Health Maintenance Organization Chamber**  | **20-21 Jan 2009** |
| **SCS Homs 2008** * **e-Government (The Hopes & The Realities)**
 | **3-4 Dec 2008** |
| **Others** | **Sabic –KSA Supply Chain Management** **OGS-Egypt Strategic Management**  | **2008****2008** |

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| Course Name  | Company | Year |
| Strategic Marketing - Simulation | STC | 2010-2011 |
| Balanced Scorecard | Oil & Gas Skills | 2011 |
| Strategic Management - Simulation | Mobco - Agrium | 2009 |
| Business Analysis | NSGB Bank | 2009 |
| Marketing Management - Simulation | Egyptian Banking Institute | 2009 |
| Strategic Management - Simulation | Oil & Gas Skills | 2009 |
| Strategic Management | Al Dakhlia Poultry | 2009 |
| Forms of Corporate Cooperation | e-Labs IT Assoc. | 2009 |
| Management & Coaching Skills | NSGB Bank | 2008 |
| Business Process Management | HSBC Bank | 2008 |
| Performance Mgmt. & Business Planning | CIB Bank | 2008 |
| SMEs Financing for Franchising | African Development Bank  | 2007 |
| Ship Building for Team Building | Tawam Hospital (UAE, Al Ain) | 2007 |
| Problem Solving | Al Ahram Beverage Co. | 2007 |
| Customer Driven Management | Gulf Drugs (UAE, Dubai) | 2006 |
| Market Orientation for Board of Directors | Raya Holding | 2006 |
| Strategic Marketing Management | Hayat Abdel Latif Jameel (KSA) | 2006 |
| Customer Focus | Vodafone | 2004-2005 |
| Strategic Marketing Mgmt. | IMI | 2005 |
| Customer Service Excellence | Mobinil | 2005 |
| Balanced Score Card | Saudi Aviation Authority | 2005 |
| Strategic Management | Kandil Group | 2005 |
| Project Management | Egyptian Group | 2005 |
| Management Information Sys | Human-Soft , Kuwait | 2005 |
| Project Management | Asian Olympics Comm., Qatar  | 2004 |
| Consultive Selling Skills | FMS, Saudi Arabia | 2004 |
| Business Planning | UAE University, El-Ain | 2004 |
| Problem Solving Skills | UAE University, El-Ain | 2004 |
| Creative Thinking | UAE University, El-Ain | 2004 |
| CRM | Ministry of Foreign Trade | 2004 |
| Customer Satisfaction | Menatel | 2004 |
| Supervisory Skills  | IMC – PUBLIC COURSE | 2002-2003 |
| Supervisory Skills  | IMC – In company programs | 2002 |
| Developing Managerial Skills | PSDP | 2001 |
| Basic Management Skills | NCI | 2000 |
| Management Skills | ADMIRAL | 2002 |