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Personal Information

DOB: Nov.11.1963
Nationality: Jordanian



SUMMARY

I am a dynamic educational, academic, managerial, commercial, and operational professional with strong managerial and academic skills, for more than 25 years of experience at the regional and international arena, holding different professional roles in management, branding & communication, marketing, sales, business development, training, consulting and more than seven years teaching and academic experience at university level in USA and Jordan. Experience in different business sectors; education, training, consulting, healthcare, pharmaceuticals, health consumer products, medical disposable & devices products, beauty, personal care, retails, distributions, wholesales, luxury, FMCG, F&B, OTC, and private labelling throughout MENA region. Creative professional with expertise in strategic planning, marketing, sales, budgeting, forecasting, purchasing, communications channels, distribution channels, digital marketing, promotional events, B2C, B2B, B2G, CRM, ERP.

EDUCATION:

- Fairleigh Dickinson University, USA
 College of Business Administration.
 Post Graduate Degree: PD. in International Business / Dec. 1992
- Fairleigh Dickinson University, USA
 College of Business Administration.
 Master Degree: Master of Business Administration / Dec. 1989
- Baghdad University, Iraq
 College of Management & Economic.
 Bachelor of Science: Accounting / June 1986



EXPERIENCE:

ACADEMIC EXPERIENCE

- Al – Zaytoonah University of Jordan. Nov. 2020 – Present
Faculty of Business Administration.
Faculty Member (Lecturer).
- Al – Zaytoonah University of Jordan. Aug. 1993 – Aug. 1998
Faculty of Business Administration.
Faculty Member (Lecturer).
- Fairleigh Dickinson University, USA. May 1991 – July 1993
College of Business Administration.
Graduate Fellow (Lecturer).
- Fairleigh Dickinson University, USA. 05/87 – 12/89
College of Business Administration / Marketing & Management Dept.
Graduate Fellow & Academic Adviser.

TEACHING EXPERIENCE

Undergraduate Courses:

- 1- Principles of Management
- 2- International Business Management.
- 3- Human Resource Management.
- 4- E – Management.
- 5- Pharmaceutical marketing.
- 6- Negotiation Management.
- 7- Principles of Marketing.
- 8- Marketing Management.
- 9- International Marketing in English.
- 10- Marketing Services.
- 11- Banking Marketing
- 12- Promotion Management.
- 13- Industrial Marketing.
- 14- Consumer Behaviour.



INDUSTRIAL EXPERIENCE

Promotional & Marketing Solutions.

Amman, Jordan, Jan. 2017 – Dec. 2019.

Sales & Marketing Director, Communications & Branding / MENA Region.

CEDEM AG – Switzerland, Dec. 2015 – Jan. 2017.

Health Consumer Products & Pharmaceutical, Medical Disposable Products.

Regional & Business Development General Manager / MENA Region.

Hawkary Group – Erbil, Kurdistan, Jan. 2013 – Dec. 2015.

Pharmaceutical & Health Consumer Products, Medical Disposable Products.

Director of Sales & Marketing / Iraq Market. Based in Erbil / Kurdistan.

SIT Industrial & Trading. Amman, Jordan. Dec. 2011 – Jan. 2013

Pharmaceutical & Health Consumer Products

General Manager / Jordan & Iraq Markets.

Univest Group. Cairo, Egypt. May 2010 – Nov. 2011

Multinational Luxury & Mass Brands / Distribution & Retail.

Beauty, Skincare, Personal Care Products, Fashion and FMCG.

Director of Sales & Marketing / Egypt Market.

MAWARID TRADING LTD. KSA. Aug. 1998 – April 2010

Multinational Luxury & Mass Brands / Distribution & Retail.

Beauty, Skincare, Personal Care Products, FMCG and Fashion.

- *Regional Operations Manager / GCC, Lebanon & Egypt markets. Jan 2009 – April 2010*

- *Regional Marketing Manager / GCC, Lebanon & Egypt markets. May 2006 – Dec. 2008*

- *Regional Brand Manager / GCC, Lebanon & Egypt markets. Jan. 2000 – April 2006*

- *Brand Manager - Saudi Arabia Market. Aug. – 1998 – Dec. 1999.*

Publications and Conference Participation:

- Abas Rawashdeh, Moayyad Alfawaer, Mohammad Al Dweiri & Thafer Mubaset, “, The Mediating Role of Green Supply Chain Management in the Relationship Between Green Human Resource Management Practices and Entrepreneurial Performance”, Book Chapter Cutting-Edge Business Technologies in the Big Data Era. Proceedings of the 18th SICB “Sustainability and Cutting-Edge Business Technologies” Springer Nature Switzerland, (SBD, volume 136) 2023.

- Hala N. Al-Nawaiseh, Mohammed E. Nawaiseh, Ayman Bader, Thafer Mubaset & Ahmed Adel”, Sustainability Reporting Adoption in Jordanian Listed Firms: Does Corporate Social Responsibility Matter?”, Book Chapter Cutting-Edge Business Technologies in the Big Data Era. Proceedings of the 18th SICB “Sustainability and Cutting-Edge Business Technologies” Springer Nature Switzerland, (SBD, volume 136) 2023.



Training & Workshops EXPERINCE

Conducted Training Programs, Seminars, and Workshops for different organizations across the MENA region. Such as:

- **Marketing Skills.**
- **Branding & awareness**
- **Selling Skills.**
- **Banking Financial Services Marketing.**
- **Hotels Services Marketing.**
- **Marketing Vocational Education.**
- **Digital marketing.**
- **Customer Relationship Management (CRM)**
- **Enterprise Resource Planning (ERP).**
- **Sales force Recruitment.**
- **Communications & Negotiations Skills.**
- **Corporate Social Responsibility (CSR).**
- **ISO 9000, Requirements and Applications.**