

The trainer is a highly accomplished visionary professional combining outstanding sales, marketing and medical talents with high calibre qualifications. He has a degree in Pharmacy and is currently pursuing his MBA at the American University of Beirut.

A result orientated and decisive leader he has proven success in thriving in dynamically changing environments requiring focused decision making, establishing a lasting presence in new markets, identifying growth opportunities and initiating strong business alliances. Collectively his practical in-market success, high calibre education and training have resulted in outstanding training capabilities.

As a Certified Trainer his core competencies include:

- Team Building Concepts
- Training & Motivating
- Leadership Skills
- Innovative Style
- Key Account Management
- Brand Positioning Strategies
- New Product Launches

To date, he has delivered trainings in:

- Advanced Strategic Thinking
- Professional Marketing Planning
- Key Account Management
- High Impact Communication
- Coaching and Counselling
- Team Building
- Territory Management
- Advanced Selling and Presentation Skills
- Time Management & Opportunities for Success

His career has included the position of Regional Group Brand Manager and Regional Product Specialist where his responsibilities have included:

- The preparation and implementation of the business and strategic plans and coaching and developing product managers
- Ongoing development for the sales force through training, coaching & motivating them to focus on various in-market activities to reach the sales targets
- Analysing and keeping track of all promotional budgets and collaborating closely with the sales Managers to keep the expenditure within the business plan
- The follow up and maintaining of activities to ensure the proper execution of the product plan
- Setting sales and marketing objectives for the medical representatives
- Establishing excellent relations with external and internal customers, distributors, finance, ad agencies and international marketing teams