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CREDENTIALS

DBA (Professional)
Human Resources · Ain Shams University · 2015 – 2022

MBA (Professional)
Human Resources · Ain Shams University · 2009 – 2012

Bachelor of Law
Cairo University · 1995

Diploma in Tourist Guidance (Italian)
Helwan University · 2002

LANGUAGES

Arabic · English · Italian

MEMBERSHIPS

HR Management Association, Cairo

Arab Business Management Association, Cairo

European Academy of Executive Leaders, London

Dr. Samer Awad

Management & HR Consultant · Corporate Trainer · Author

I build written, working management systems, so a company no longer depends on its owner for every detail.

PROFESSIONAL PROFILE

Management and HR consultant and trainer with more than twenty years of experience, from front-line operations to executive management. I help growing companies move from owner-dependent operations to written, working management systems: organizational structure, job descriptions, performance appraisal and pay structure. I also deliver training programs for academies and training centers in Egypt and the Gulf, in person and online.

20+	2	6	13	6
years of experience	published books	Arab countries	training partners	industry sectors

WHAT I OFFER

Corporate consulting
Company restructuring, HR systems, performance appraisal, pay structure and governance.

Corporate training
Programs from 12 to 72 hours, in-house or at training centers, in person and online.

Diplomas & certified programs
HR and organizational development diplomas, and consultant and trainer qualification programs.

HOW I WORK WITH COMPANIES

1. Diagnose first: Research, interviews with management and staff, and analysis of the current state before any recommendation.

2. Build the system: Structures and manuals, job descriptions, competency cards, performance appraisal and KPIs, recruitment and compensation systems.

3. Fit the company: Solutions built on the company's strategy, industry and Arab business culture, not copied templates.

4. Train and support: Staff are trained on the new systems, with follow-up support after delivery.

SCOPE OF WORK

Sectors: Healthcare · Software · Manufacturing · Investment · Agriculture · Food service.

Government: Contributed to projects linked to Vision 2030 for government and ministry bodies in Saudi Arabia, Sudan and Oman.

For a consultation or training program: samerawad.com

BOOKS

- Human Resources: Concepts and Application
- Effective Job Analysis
- Efficient Recruitment
- Effective Leadership
- Management Reflections
- Stories on the Road

CONFERENCES & SEMINARS

- 6th HR Conference, Egyptian HR Chamber
- 8th Arab Conference on HR Technology
- Arab International Conference on Training Quality
- Global Leadership Summit (Willow Creek, USA)
- Seminars at Cairo University, Faculty of Commerce

MEDIA

Guest on Nile Culture TV, Health & Beauty TV and Youth & Sports Radio, speaking on leadership, career success and employee engagement.

TRAINING APPROACH

Needs first
Every program starts from a training-needs analysis that reflects the client's culture and strategy.

Designed for adults
Workshops, case work and group exercises that use participants' own experience.

Measured
Programs are evaluated against their learning objectives.

CONSULTING EXPERIENCE

Independent Management & HR Consultant
Egypt, Saudi Arabia and the Gulf · ongoing
Designing HR systems and restructuring organizations for companies and government bodies.

Management Consultant
2013 – present
Arab Canadian Academy (ACA) in Saudi Arabia, Pioneer Consulting, and Governors Consulting Services in Delaware, USA.

EXECUTIVE CAREER

HR Manager	Fajr Center for Arabic Language Studies	**2011 – 2013**
Branch Manager	Fajr Center for Arabic Language Studies	**2004 – 2010**
Branch Manager	Executive Tourism, Luxor	**2003 – 2004**
Hotel front office operations	Start of career	**1997 – 2002**

TRAINING PORTFOLIO

HR metrics & performance
HR and organizational KPIs · Employee performance appraisal · Strategic planning for HR

Organizational development & structure
Organizational Development Specialist · Organizational structures and manuals · Job competency cards · Compensation and pay structure trends · Management Consultant Preparation

Talent & recruitment
Effective job interviewing · Talent acquisition and workforce planning · Employee development

Leadership & professional skills
Effective leadership · The Professional Manager · Emotional intelligence · Teamwork and workplace conflict · Problem solving and creative thinking · Organizational loyalty · Training of Trainers (TOT)

DIPLOMAS & CERTIFICATE PROGRAMS

72 hours	40 hours	30 hours	24 hours
Diploma in Human Resources Management	HR Application Workshops	Diploma in Organizational Development through HR	Gulf Women HR Professionals Qualification

Programs are tailored to each client, from 12-hour workshops to a 72-hour diploma.

TRAINING PARTNERS

Strategic Planning Institute (UAE) · Global Horizon Training Center · European Quality · IBS Academy · Kafaat (Saudi Arabia) · Dalil Center (Oman) · and other centers in Egypt and Lebanon.

Academic supervision: Supervises graduation projects for Mini-MBA and HR diploma programs.

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