# **Hani Issa**

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| Beirut, LebanonRiyadh, KSA | Tel: +961 4 534989Mob: +966 55 2336008 | haniserver@gmail.com |

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**HR Development / Senior Coach & Trainer / Management Consultant**

***Relationship Management / Strategic Sales Planning / Market Expansion***

Dynamic, entrepreneurial business development management strategist with a 20+ year record of achievement and demonstrated success in driving relationship sales growth while providing sales leadership in highly competitive markets. Adept at driving growth of company revenues. Exceptional mentor and coach. Guides and manages the overall provision of Human Resources services, policies, and programs. Tenacious in building new business, securing customer loyalty, and forging strong relationships with external business partners.

***Core competencies include:***

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| * Strategic Market Positioning | * Territory Growth/Development | * Key Client Retention |
| * Solution Selling Strategies | * High-impact Presentations | * Organizational Leadership |
| * Team Building | * Sales Negotiations | * Effective Communication |

**--------------------------------------- Professional Experience ----------------------------------------**

**Head of Learning, Training & Development, May 2012 – September 2012**

**Al Aamal Training Institute - KSA**

* Management consulting and networking.
* Conduct TNA for various enterprises.
* Develop new training programs & upgrade the existing modules.
* Research & customize new training packages.
* Provide & deliver training in Arabic & English.
* Prepare, train & assign trainers for different programs.
* Conduct state-of-the-art training sessions.
* Manage & monitor all training activities in all regions.
* Control all teaching material & activities.
* Manage the Riyadh branch.

**Training & H R Development Manager, September 2009 – May 2012**

**Allianz Saudi Fransi – KSA**

***Member of Management Committee***

* Responsible to manage, plan, monitor and derive the training plan in all over the group to ensure fulfillment of adding the desired skills and knowledge at the needed areas that will contribute to achieve or meet the business targets.
* Responsible to monitor, coordinate, recommend, control and report tackle training issues; training courses, training types, training budget, venues, trainee, evaluation, costs allocation…etc.
* Responsible to analyze, prepare, and provide consultation that support Training Need Analysis which ensure the desired level of development aligned with business goals and plans.
* Responsible to direct, design, and or review training types and courses to ensure abiding to budget for departments and service business units, and the related considerations for cost allocation for specific courses.
* Recommend, review, follow up and consult training budgets for each department or service business unit by providing with desired level of training consultation as a service.
* Consult, review, communicate, follow up, and report about the training courses' evaluation resources; venue, timing, material, instructor, period, added value…etc that ensures continual development in training processes and provide with rich database for future needs.
* Review, allocate, and analyze training costs for each training course, session, or venue to the related owners to ensure consistency, fairness and reserving the group's resources.
* Conducting internal training sessions for group employees that tackle enhancement of their interpersonal, soft skills, and moral.
* Organize, follow up, and communicate with the concerned parties; trainee, training center, or other to ensure proper information existed before training take place which will reduce wasted resources; delays, penalties…etc.
* Prepare, conduct, scan and analyze, on a yearly basis, the training needs according to business indictors or trend.
* Collaborate in providing Orientation Session for new employees, and any other awareness sessions needed to support business and personal development.
* Update training database, reports, materials, resources, suppliers and all other issues that can enrich training function.
* Search, scan, review, evaluate and recommend training materials according to the desired way of delivering and presenting material; taking into consideration the type of material, material format (such as PowerPoint, DVDs, Audio) and the circulation method to the trainees.
* Perform current state analysis of sales skills and identify gaps: Training Needs Analysis. Defining KPI’s
* Define a training vision & design Training Calendar for entire sales organization including Direct Sales, Corporate sales, Brokers, other channels of distribution.
* Organize design & development of Training Modules for direct sales force, corporate sales force, brokers, other channels of distribution.
* Responsible for delivery of Sales Training at various levels (Market Executives, Unit Managers, Branch Managers) in Direct Sales Force and to Account Executives / Managers in Corporate Sales.
* Work with Sales & Marketing leadership to integrate Sales training with new product launch.
* Work with Senior Management and external Training Vendors.
* Design. Implement and refine metrics to measure effectiveness of Sales Training.
* Help Sales Dept in Prospecting and Recruitment of Marketing Executives.
* Travel to Branch Offices for conducting training.
* Also responsible for visualizing and designing needed training modules for the entire corporate staff in terms of enhancing and boosting management and executives’ skills.
* Organizing & handling the Insurance Foundation Certificate Exam (IFCE) for the entire staff.

**Business Developer & Senior Trainer, 1996 – 2009**

**(Regional Business Development for KSA & Gulf, 2006 – 2009)**

PIGIER formation & entreprise, Beirut - Lebanon

Rresponsible for developing strategic relationships with new and existing clients to establish repeat business. Targeting new business partners and continue to develop and maximize existing revenue streams and key partnerships. The main marketing responsibilities consist of effectively communicating continuing education products and professional training services to the market place. Implement and develop both the marketing, brand and CRM strategy. Develop and understand new product ranges based on evolving customer requirements. Originate and lead Human Resources practices and objectives that will provide an employee-oriented, high performance culture that emphasizes empowerment, quality, productivity and standards, goal attainment, and the recruitment and ongoing development of a superior workforce. Senior trainer for “Excellence in Customer Service”, “Effective Communication Skills”, “Selling Skills” & “Time Management” seminars among other. Formulates training outlines and determines instructional methods, utilizing knowledge of specified training needs and effectiveness of such methods as individual training, group instruction, lectures, demonstrations, conferences, meetings, and workshops.

**Sales Engineer, 1994 – 1996**

Mawad Co. Ltd., Beirut - Lebanon

Responsible for prospecting & targeting of potential clients for promotion of special chemicals for construction. Oversee all sales and business development functions, including new product rollouts, key account management, customer relationship development.

**Sales & Marketing Manager, 1992 - 1994**

Cedars Paint Co., Jounieh, Lebanon

Marketing planning & developing new marketing strategies. Periodical & continuous visits to dealers and potential customers. Follow-up on plan execution as well as collection & eventual claims.

**Regional Manager for M.E and Africa, 1990 - 1992**

Keyroutes Products & Markets, Montreal, Canada

Appoint regional dealers in Middle East & North African countries for auto-finishing paints.

Manage sales activities including supervision of contracts, direct sales, customer relations, vendor relations, and related financial performance. Supervise sales representatives and monitors sales in relation to goals. Prepare and delivers sales materials; attend exhibits and other promotional opportunities.

**1982 – 1990**  **Head of the English Department.**

“Lebanese Center for Documentation & Research”.

Editor-in-Chief. Documentation & research of chronology of events (local and international).

**1975 – 1981** **Service & Maintenance Manager**

“The United Engineering Co.” – Beirut, Lebanon

**1971 - 1975** **Sales Manager (FMCG).**

“Kalfa & Co.” - Benghazi, Libya

## --------------------------------------------- Education & Training ----------------------------------------

## Bachelor of Science, Chemical Engineering**, 1981**

**Advanced Management Program**, 1995 – 1998 PIGIER

***Professional Development Courses:***

### Essentials of Business “AUB” 1976

Advanced Sales Techniques “PIGIER” 1997

Management Skills “PIGIER” 1997

### Marketing Management “PIGIER” 1997

### Secrets of Successful Communication “PIGIER” 1997

Time Management “PIGIER” 1998

Communication & Customer Service Skills “PIGIER” 1998

# Teamwork, Negotiation & Conflict Resolution “PIGIER” 1999

****----------------------** KNOWLEDGE, SKILLS, & ABILITIES **-------------------------****

* Examining and re-engineering operations and procedures, formulating policy, and developing and implementing new strategies and procedures.
* Strong interpersonal and communication skills and the ability to work effectively with a wide range of constituencies in a diverse community.
* Knowledge of marketing and development strategies, techniques, processes, and available resources.
* Ability to foster a cooperative work environment.
* Knowledge of faculty and/or staff hiring procedures.
* Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments.
* Ability to utilize advertising and/or sales promotion techniques.
* Skill in organizing resources and establishing priorities.
* Ability to develop, plan, and implement short- and long-range goals.
* Skill in the use of personal computers and related software applications.
* Ability to develop and implement comprehensive marketing goals, strategies, and plans.
* Knowledge and understanding of the role of public broadcasting in the academic, community, and business arenas.
* Conducts individual, group, and organization-based training and development needs analyses and assessments.
* Based on assessed need, plans, develops, and delivers or coordinates the delivery of individual and/or group training and instructional programs, encompassing a wide range of technical, operational, management, and/or other skills areas.