### J&R Business Consultancy FZE

Mission to Empower



Address in the UAE P.O. Box: 86753 Al Ain, UAE +971-50-831-7405 Address in the USA 49982 Ash Ct. Plymouth, Michigan 48170 +1 248 571 6151

samir@irbusinessconsultancy.com

### Samir Roger Makarem

#### Qualifications

- Master Soft-Skills Training & Business Consultant
- Masters Degree in Monetary Economics-Wayne State University-Detroit, Michigan, USA
- Bachelor Degree in Economics-University of Michigan-Dearborn, Michigan, USA
- 22 years of experience in higher education teaching
- 16 years of experience in training
- 14 years of experience in online higher education teaching
- 10 years of Business consultancy experience
- Fluent in both English and Arabic

#### **Biography**

In 2008, Samir and his wife, Lama A. Makarem, have founded *J&R Business Consultancy* in the UAE. J&R is a consultancy and training company offering exclusive business consultancy services along with developing and delivering training programs to various industries including the automotive, telecommunication, media, retail, legal, healthcare, education, banking, and government sectors.

Samir has had over 20 years of extensive experience offering business consultancy services and developing and delivering soft skills workshops and training courses in various fields including Leadership and Personal Development, Customer Service and Retail Excellence, HR and Assessment Processes in addition to various Soft-Skills competencies. His consultancy, teaching and training experiences are evident in the various positions, assignments and projects he has been involved with both in the USA and the Middle East.

A people and team oriented person, Samir works very effectively with people capitalizing on their strengths, and creating an environment where delegates feel valued and motivated to give their best.

Being born to an American mother and a Lebanese father has given him the privilege of having been exposed to both western and middle-eastern cultures extensively, and consequently being fluent in both languages: English and Arabic.

In addition, Samir has kept up with his other passion, teaching economics. Samir currently teaches online Macro and Microeconomics courses for Davenport University in the USA.

Finally, in a world where nothing is constant but change, the dare is to keep up with this change and keep an open mind ready for all challenges ahead. For Samir, gaining this competitive edge is his goal, simply because he believes in peoples' potentials.

Samir's mission is to "Empower People" through honing their professional skills.









**Objective** 

Mission to Empower

Professional Experience

J&R Business Consultancy FZE | July 2008 - Present

UAE/USA

Co-Founder / Master Soft-Skills Trainer and Business Consultant



We are proud to announce that J&R Business Consultancy is the winner of the 2014 RAK FTZ Business Excellence Awards for Best Small to Medium Size Business Enterprise at the RAK Free Trade Zone in the UAE.

**J&R** is a consultancy and training company offering various business consultancy services and delivering training programs to various industries including the automotive, telecommunication, media, retail, education, legal, banking, and government sectors.

#### Client and Assignments:

#### Nissan Middle East FZE

Dubai, UAE

- Developing and Delivering Customer Service Excellence for After Sales managers and sales consultants in the MENA market
- Developing and Delivering Objection Handling and Conflict Resolution for After Sales managers and consultants in the MENA market.
- Developing and Delivering the Sales Fleet Training Program for managers and sales consultants in the MENA market
- Developing and Delivering the GTR Passion Training for the GTR Certified Sales Consultants in the MENA market

#### Roads and Transport Authority (RTA)

Dubai, UAE

Delivering the following training courses – through Leoron Professional Development Institute



- Managing Difficult People
- Negotiation Skills
- Self-Development
- Conflict Resolution & Management
- Problem Solving & Decision Making

## JAGUAR

#### **Jaguar Land Rover MENA**

(Middle East and North Africa)

Delivered the following training courses:

- Winning New Customers as part of the Management Level-4 Master-Level Curriculum
- Improving on Excellence as part of the Management Level-4 Master-Level Curriculum
- Finding Tomorrow's Talent as part of the Management Level-4 Master-Level Curriculum
- The JLR Sales Core Process as part of the Level 1 and 2 Certification Program
- Introduction to Jaguar Land Rover as part of the Level 1 and 2 Certification Program
- JLR Configurator Training for Jaguar Land Rover
- Took part in facilitating the Jaguar Land Roger Dealer Sales Experience
- Took part in facilitating *Jaguar Experience* events in Dubai, Abu Dhabi, and Bahrain









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Professional Experience

PORSCHE

#### **Porsche Middle East and Africa**

Dubai, UAE

Delivered the following training modules to "Porsche Middle East and Africa", "Porsche India", and "Porsche South Africa", - through "Tiqani Management Consultancy"



- Porsche Advanced Selling Techniques Sales Psychology
- Professionalization Initiative Field Force (PIFF)

#### **Bayanat for Mapping & Surveying Services LLC**

Abu Dhabi, UAE

Taking part in the development and delivery of a series of training courses as part of the "Leadership and Management Development Program through "4Dimension Consultancy"

- Strategic Thinking
- Art of Delegation
- Presentation Skills and Public Speaking
- Communication and Business Writing with focus on Email Etiquette
- Emotional Intelligence focusing on Negotiation & Persuasion
- Customer Focus
- Supervisory skills
- Time Management and Meeting Deadlines
- Presentation Skills



**Batelco** 

Manama, Bahrain

Designing and delivering a **Consultative Selling Skills for Telecommunications Professionals in a Challenging Economy** training course - through "Marcus Evans"-Kuala Lumpur, Malaysia



**Bank Muscat** 

Muscat, Oman

Delivering the **Business Model Canvas** & **SME Workshop on Franchising** to a group of entrepreneurs as part of an initiative aimed at expanding and strengthening avenues for SME development in Oman - through "Potential Management Consultancy"



Al Ghurair Iron & Steel L.L.C

Abu Dhabi, UAE

Designing and delivering a **Strategic and Analytical Thinking with Effective Business Leadership** training course to a group of senior managers - through "Marcus Evans"-Kuala Lumpur, Malaysia



Halcrow-CH2M Hill

Abu Dhabi, UAE

Lead facilitator for the 3-day Charette of "Abu Dhabi Coastal and Maritime Framework Plan 2030" – as part of the Plan Maritime 2030 Strategy for the Abu Dhabi Emirate - through "J&R Business Consultancy"



Johnson & Johnson (Middle East) Inc.

Dubai. UAE

Leading and facilitating *Teambuilding and Development* training events to groups of managers and sales representatives from the MENA region - through "J&R Business Consultancy"



CitrussTV

Dubai, UAE

Delivering and coaching on *Management and Leadership Skills* to senior, top and middle managers - through "J&R Business Consultancy"









# BUSINESS EXCELLENG AWARDS

### Professional Experience



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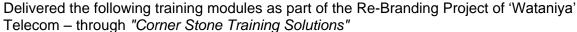
#### **MEADFA (Middle East and Africa Duty Free Association)**

Dubai, UAE

Delivered a training course titled: "*Excellence in Customer Service*" to representatives from Dubai, Abu Dhabi, Muscat, Srilanka, Egypt, KSA, Tunisia, Morocco, Bahrain, Qatar, and Jordan - through "*Corner Stone Training Solutions*"

#### **Wataniya Telecommunication**

**Kuwait City, Kuwait** 



- 'Ooredoo Brand Induction' workshop
- Change Management
- Conflict Management



Adidas Jeddah, KSA

Delivered the following training module for "adidas" store managers within KSA – through "Corner Stone Training Solutions"

- Excellence in Customer Service
- Communication Skills



DP World Dubai, UAE

Member of the Teambuilding Training Team, facilitating a **Teambuilding and Development** training to Senior Managers at the Olive Group Desert Training Centre in Al Ain, through "Restrata (Olive Group)"



#### National Bank of Fujeira

UAE

Member of the Teambuilding Training Team, facilitating a **Teambuilding and Development** training to Senior Managers at the Olive Group Desert Training Center in Al Ain, through "Restrata (Olive Group)"



Touch Telecom Beirut, Lebanon

Delivered a training course titled: "Powerful Innovation for the Telecommunication Industry" to "touch Telecom", previously known as "MTC touch", one of the leading telecommunication companies in Beirut, Lebanon, through "Marcus Evans"-Kuala Lumpur, Malaysia



Viva Telecom Istanbul, Turkey

Delivered a training course titled: "Strategic Sales Force Management" to "Viva Kuwait Telecommunication" senior managers. Training was held in Istanbul, Turkey, through "Marcus Evans"-Kuala Lumpur, Malaysia



#### Al Abdullatif Industrial Investment Company

Riyadh, KSA

Delivered a training course titled: "Personal Budget for Efficiency and Performance Improvement" through "Marcus Evans"-Kuala Lumpur, Malaysia



#### Mandoos Luxury retailer/Daar Yaas Group

Abu Dhabi, UAE

Delivered the following training modules through "J&R Business Consultancy"

- Business and Communication Etiquette
- Ultimate Selling Skills for High End Products
- Exemplary Customer Service and Retention
- Train the Trainer (Training Excellence Skills)





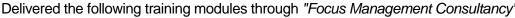
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#### **MIO Lawyers and Legal Consultants**

Abu Dhabi, UAE



- **Customer Service**
- Time Management

#### **Dubai Electricity and Water Authority**

Dubai, UAE

Delivered the following training modules through "Potential Management Consultancy"

- Tools and Techniques for Motivation
- Effective Managerial Skills
- Initiative Workshops
- Time Management Skills
- **Advanced Customer Service**
- Report Writing Skills
- Managing and Motivating towards Excellence
- Planning and Organizing
- Strategic Management
- Change Management



#### Qatar Central Bank

Doha, Qatar

Delivered the following training modules through "Potential Management Consultancy"

- Presentation Skills
- **Negotiation Skills**
- Emotional Intelligence
- Team Building



#### WASL Asset Management

Dubai, UAE

Delivered the following training modules through "Potential Management Consultancy"

- Realizing your Potential
- **Team Building**
- **Advanced Customer Service**
- Train the Trainer

**National Bonds** 

Dubai, UAE

Delivered the following training modules through "Potential Management Consultancy"



- Sales and Customer Service Essentials
- Peoples' Skills and Time Management Skills
- Relationship Management
- **Communication Skills**
- Selling Value to Clients

#### **Department of Transport**

Abu Dhabi, UAE

Delivered the following training modules through "Potential Management Consultancy"



- Team Building and Team Work
- Time Management
- Stress Management













### Professional Experience

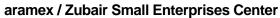
POTENTIAL

#### **Developing STARS Entrepreneurs**

Dubai, UAE

Engaged in the material customization and the delivery of The Entrepreneurs Development Program - through "Potential Management Consultancy"

- What you need to know about Economics
- Pricing Making or breaking your profitability
- Customer Loyalty Supporting your sustainability
- Selling Value Matching your selling process to your customer's buying process
- Talent Development
- Change Management
- Drive Change



Muscat, Oman

Delivered a "Sales & Marketing + Strategic Planning" workshop, as part of the Corporate Social Responsibility initiative, sponsored by "aramex" and hosted at the "Zubair Small Enterprises Center"- through "Potential Management Consultancy"

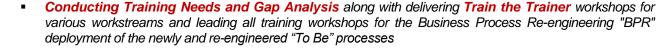
- Sales and Marketing
- Strategic Planning

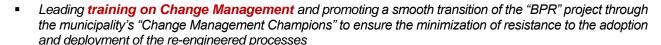
#### **Al Ain City Municipality**

Al Ain, UAE

Training Manager for the "BPR" (Business Process Re-engineering) Project at the "Al Ain City Municipality"- through "Mouchel International Consulting"







Leading training on Knowledge Management "Musharaka", the first framework to be launched in the Emirate of Abu Dhabi through the "Department of Municipal Affairs" (DMA) to introduce and enhance the skills and capabilities of municipal staff for the purpose of improving services to residents across the Abu Dhabi Emirate

#### **Zayed University Center for Business Excellence**

Dubai, UAE

Senior Training and Business Consultant

#### **UAE Central Bank**

Abu Dhabi / Dubai, UAE

Delivered the following courses to a group of prospective bank examiners, as part of a 5-month Central Bank Examiner Program awarded by the" ifs School of Finance" in the UK -through "Zayed University Center for Business Excellence"

- Economics
- Financial Markets and Risk



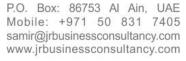
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#### **Professional Experience**

#### **Emirates National Bank of Dubai**

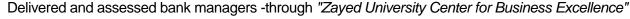
Dubai, UAE

Delivered and assessed bank managers on the listed modules as part of the requirements for the ILM (International Leadership Management), a one-year certification program awarded from the United Kingdom - through "Zayed University Center for Business Excellence"



- Developing Yourself as a Team Leader
- Managing Yourself and Time Management
- **Using Information to Solve Problems**
- **Workplace Communication**

Mashreq Bank Dubai, UAE



- **Problem Solving and Decision Making Skills**
- **Communication Skills**
- Driving Change



Abu Dhabi, UAE

Interviewed and assessed selected employees as part of a "Psychometric Assessment Project" for the company's re-organizational structure - through "Zayed University Center for Business Excellence"



المشرق máshreg

Khlifa Fund

Abu Dhabi, UAE

Took part in delivering and consulting on the "Small and Medium Business Entrepreneurship" program to groups of prospective and future business owners through the "Khalifa Fund" and "Zayed University Center for Business Excellence"

Prepared and advised trainees on writing business plans for their prospective businesses as part of an ongoing project to help develop local enterprises in the Emirate of Abu Dhabi



Khalifa Fund to Support and Develop Small & Medium Enterprises

#### **Department of Civil Service**

Abu Dhabi, UAE

Took part in delivering the "Executive Leadership Program" (ELP) - a series of Soft and Business Skills modules - as part of the requirements for the 2-year ELP program for the "Department of Civil Service" funded by the Government of Abu Dhabi - through Zayed University Center for Business Excellence



#### Al Ain Municipality

Al Ain, UAE

Leading the Psychometric Assessment Project for the "Al Ain Municipality" in Al Ain, UAE through Zayed University Center for Business Excellence



- In charge of conducting all competency-based interviews to all employees of college and university degree holders, as part of the Psychometric Assessment Project to determine employees' fit within the organization.
- Promoting and supporting in the development of the reorganizational structure of the Municipality
- Providing organizational development expertise to promote an operationally efficient and productive work environment.





Professional / Administrative **Experience** 

Baker College Corporate Services | Sept. 1997 – Oct. 2005

Auburn Hills, Michigan USA

College-Program Coordinator

#### Administrative Responsibilities

- Hiring and supervising off-site Instructors for all off-campus sponsored programs at 9 different major corporate sites
- Promoted and marketed various college degree programs in Business administration, Medical Insurance, Industrial Technology, and the MBA program in the Detroit area, including one out of state in Newark,
- Managed all sponsored administrative and student affairs such as admissions, registration, scheduling, Assessment, and graduation requirements
- Set up both undergraduate and graduate curricula for the Associate, Bachelor and Master Programs at different off-site locations
- Prepared several proposals for articulation agreements between Baker College and foreign universities
- Conducted instructor evaluations and assessments
- Recruited undergraduate and graduate students for all Corporate Services College Degree Programs
- Oversaw all related academic issues such as syllabi, assessment, course offerings, Instructor training and instructor qualifications requirements as a committee member of the Academic Quality Team
- Member of the "College Operating Committee" for Baker College Corporate Services
- Committee member for the development, review, and maintenance of curriculum and assessments

#### **Teaching Experience**

Davenport University On-Line | March 2006 – Present

Grand Rapids, Michigan, USA

Online Instructor of Economics - Teaching the following courses:



**Principles of Macroeconomics Principles of Microeconomics** 

- Blackboard Certified Instructor for online teaching
- Mentoring new online economics faculty

#### Baker College On-Line | April 2003 – August 2012

Flint, Michigan, USA

Online Instructor of Business and Economics - Taught the following courses:



**Principles of Macroeconomics International Economics Principles of Microeconomics** 

- Blackboard Certified Instructor for online teaching
- Course development training certified for Online Professional Development







# J&R Business Consultancy FZE

Mission to Empower

Teaching Experience

**UAE University | Winter Term 2007** 

Al Ain, UAE

Visiting Faculty - Taught the following courses:

Money and Banking
Macroeconomics

**Mathematical Economics** 



Dubai Men's College | Sep. 2006 - Jan. 2007

Dubai, UAE

Adjunct Business Faculty - Taught the following:



**Business Processes and Critical Thinking Economics of the UAE** 

Achieved excellent supervisory and student evaluations

Dubai, UAE

Adjunct Faculty of Economics - Taught the following courses:



Business in the International Environment

American University in Dubai | Jan. 2006 - Dec. 2007

Microeconomics

Macroeconomics

Achieved outstanding student evaluations

#### Wayne State University | Fall 1999 - Spring 2004

Detroit, Michigan, USA

Faculty - Department of Finance and Business Economics - Taught the following:



Managerial Economics at the graduate (MBA) level Finance and Business Economics at the graduate (MBA) level

- Taught at several campuses in the Detroit Area.
- Achieved outstanding student evaluations

Baker College Corporate Services | Sept. 1994 – Oct. 2005

Auburn Hills, Michigan, USA

Adjunct Faculty – Instructor of Business and Economics - Taught the following:



Principles of Macroeconomics Engineering Economics
Principles of Microeconomics Managerial Economics
International Economics Mathematical Economics

- Taught at several campuses and off-site locations in Michigan
- Achieved outstanding student evaluations





#### Contributing Author – Training Magazine Middle East

- What Makes a Company Successful?
- How The Reputation of a Company can be Tarnished in just a Few Seconds...
- It's Your Attitude, Not Your Aptitude That Will Determine Your Altitude
- How Easily Motivation is Killed
- The Electric Outlet and The 4 Basic 'P's of Marketing
- Stereotyping: An Unconscious Incompetence
- Business Owners and Empowerment
- Mission to Empower"...and the 3 "P"s for Entrepreneurial Success
- The Lack of Empowerment and Customer-Centricity in the Telecommunication Industry

**Education** 

Ph.D. Candidate in Economics (Completed 26 credit hours only) 1995-1997

Wayne State University Detroit, Michigan

M.A in Economics (Monetary Economics) 1994

Wayne State University Detroit, Michigan

#### **B.A in Economics (with Distinction)**

1992

University of Michigan Dearborn, Michigan

Languages

English: Fluent Arabic: Fluent

Citizenship





American

Lebanese

**Hobbies** 











**Life Long Mission** 

Sami Makarem Foundation | September 2014 - Present

Aitat, Lebanon

President



Mission: To foster a culture of creativity, love for knowledge, virtue, and beauty.

www.samimakaremfoundation.org

Originating from the truth of the Perfect Man (The All-inclusive Order) and the realized legacy of Dr. Sami Makarem which revolves around such a state of existence, we seek to achieve a culture of creativity, love for knowledge, virtue, and beauty in various aspects of life; such as sciences, literature, humanities, and arts, dedicated to all generations to come.



