



**Address in the UAE**

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**Samir Roger Makarem**

**Address in the USA**

49982 Ash Ct.  
Plymouth, Michigan 48170  
+1 248 571 6151

**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

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



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 Rover Dealer Sales Experience**
- Took part in facilitating **Jaguar Experience** events in Dubai, Abu Dhabi, and Bahrain





Professional Experience



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 Selling Techniques – The Sales Process**
- **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"



CitrusTV

Dubai, UAE

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



Professional Experience



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

Delivered the following training modules as part of the Re-Branding Project of 'Wataniya' Telecom – through "*Corner Stone Training Solutions*"

- '**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 Fujera

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



AI 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)**



**Professional Experience**



**MIO Lawyers and Legal Consultants**

Abu Dhabi, UAE

Delivered the following training modules through "Focus Management Consultancy"

- **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"

- **Customer Service Essentials**
- **Team Building and Team Work**
- **Time Management**
- **Stress Management**





Professional Experience

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**



aramex / Zubair Small Enterprises Center

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 communication and awareness events relating to the "BPR" project at the Al Ain Municipality and all its external sectors.**
- **Conducting Training Needs and Gap Analysis** along with delivering **Train the Trainer** workshops for various workstreams and leading all training workshops for the Business Process Re-engineering "BPR" deployment of the newly and re-engineered "To Be" processes
- **Leading training on Change Management** and promoting a smooth transition of the "BPR" project through the municipality's "Change Management Champions" to ensure the minimization of resistance to the adoption and deployment of the re-engineered processes
- **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**





**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**

Delivered and assessed bank managers -through "Zayed University Center for Business Excellence"



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

**Abu Dhabi Media Company**

**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"



**Khalifa 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**

**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**  
College-Program Coordinator

**Auburn Hills, Michigan USA**

*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, Delaware
- 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



**DAVENPORT  
UNIVERSITY**

**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







**Teaching Experience**

**UAE University | Winter Term 2007**

**Al Ain, UAE**

*Visiting Faculty - Taught the following courses:*

**Money and Banking  
Macroeconomics  
Mathematical Economics**



**UAEU**

**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



**American University in Dubai | Jan. 2006 – Dec. 2007**

**Dubai, UAE**

*Adjunct Faculty of Economics - Taught the following courses:*

**Business in the International Environment  
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:*

<b>Principles of Macroeconomics</b>	<b>Engineering Economics</b>
<b>Principles of Microeconomics</b>	<b>Managerial Economics</b>
<b>International Economics</b>	<b>Mathematical Economics</b>

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





Publications

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**  
President

**Aitat, Lebanon**



مؤسسة سامي مكارم  
Sami Makarem Foundation

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

[www.samimakaremfoundation.org](http://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.