

# Hazem Alaboud

**Master of Business Administration (MBA)**  
**ATD member- Certified Adult Learning Design Guidelines**

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**Contact No:** +971 556298832  
**Date of Birth:** 1<sup>th</sup> January, 1983  
**Nationality:** Syrian  
**Languages:** Arabic, English



## Profile:

- ❖ A strategic and innovative learning and development professional and senior soft skills trainer with **9 years of experience in the retail, sales & marketing industry.**
- ❖ A proven record of delivering effective **soft skills training solutions**, developing new innovative methods and practices to engage stakeholders. For instance: Soft Skills Curriculum: Using Bad Examples to Teach / Teaching Soft Skills with New Communication Exercises.
- ❖ **Customer excellence** (Internal/external customer engagement and relationship management)
- ❖ Experienced in setting up learning and development functions, conducting Learning needs analysis, designing training curriculum, coaching, mentoring, managing talent, **creating and managing multiple budgets.**

## Core Competencies

- Training Needs Assessment
- Competency program
- Successional Planning & Career developing
- Organizational Effectiveness
- Coaching / Leadership
- Training Programs Development & Scheduling

- ❖ As a highly focused and motivated individual, I strive for perfection in my work. My passion is to help the sale and marketing channel to accomplish the strategic business goals by empowering people and building an immersive learning experience to help the team exceed customers' expectations in both B2C and B2B channel.

## Professional Experience



**SALES TRAINING LEAD**

April 2014 to present

Employer Address  
 The countries covered:

**AMS seconded to Microsoft** / Mobile division, UAE, Dubai  
 UAE, Qatar, and Oman



### KEY RESPONSIBILITIES:

- Capability building, competency development and Field Force performance management.
- Customize, develop, and prepare curriculums along with relevant materials needed to successfully deploy training program. Also, support in design / localize and deliver soft skills program for promoter, FF and DSR teams
- Coaching & mentoring field sale team on their performance.
- Managing the use of the Learning Management and talent management Systems.
- Measuring the impact of the training program on employee performance.

- Demonstrate Microsoft solutions in educational institutes and universities that adapted new ways learning, i.e. blended, flipped, online, competency-based, personalized learning.
- Support B2B sales at Microsoft's Mobile Device Sales Unit with focus on Microsoft's Enterprise Mobility solutions and Windows Phone. This includes sales and support for Operators, Telesales, B2B retail, Direct and In-Direct operator partners and Distribution.

**KEY ACHIEVEMENTS & AWARDS:**

- *Deployed engagement program for MS champions successfully in the UAE*
- *Best Performance Prizes awarded for FY14Q4 – FY15Q2 – FY15Q3- FY16Q1*
- *Selected to be a member of the Microsoft Crew in WMC 2015 in Barcelona.*



**COUNTRY TRAINING MANAGER**

JUNE 2010 TO APRIL 2014

Employer Address  
The countries covered

**AMS seconded to Nokia**, UAE, Dubai-  
KSA, UAE, Qatar, Oman and Bahrain



**KEY RESPONSIBILITIES:**

- Providing & delivering a full range of competence development and soft Skills for all Nokia Route trainers, Promoters & Field Force across the region.
- Coaching kiosk staff on soft skills and products and solutions.
- Certifying Nokia staff, on retail channel management
- Coaching & training Nokia Look and Feel shops staff on customer services and sales skills and display management. Training Nokia Care on Nokia products and Nokia solutions
- Coaching and mentoring all Team leaders & supervisors to sustain high level of development and competencies within the sale team.
- Conducting market audits and collecting valuable feedback from retailers.
- Providing a succession planning process based on identification of top performers in every field of the business through the use of DISC and 360 degrees' feedback systems then producing their development plans, as well as coordinating and conducting their coaching and training sessions accordingly
- Supporting in building capability to optimize Consumer Education for Nokia solution launch and help creating Consumer education toolkit / CE Business Engagement Model

**KEY ACHIEVEMENTS & AWARDS:**

- *Deployed Nokia Consumer Education program successfully in KSA 2011.*
- *Awarded for Best Consumer Education program globally 2011.*
- *Awarded for Best Performance Country Trainer in Nokia ME 2013.*
- *Awarded for the best effort in high score in Mystery shopper in UAE .2013*



**TRAINING MANAGER**

JANUARY 2009 TO APRIL 2010

Employer Address  
The countries covered

AL sadiqi International Group, Doha, Qatar,  
Qatar, Oman, Bahrain

**KEY RESPONSIBILITIES:**

- Conducting induction program for all newly joined members and arrange on-the-job training
- Determined potential of training program for future needs of the organization.
- Assisted human resources department in designing appraisal programs and training materials.

- Researched new and latest techniques of customer’s experience for possible inclusion into the existing training process.
- Build up demonstrable subject matter expertise in soft skill matters

**KEY ACHIEVEMENTS**

- *Met the training outcomes by increasing the customer service level.*



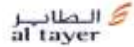
**Altayer group**

Employer Address  
The countries covered

**SALE EXECUTIVE TRAINER**

Altayer Group, Al Garhood, DXB  
UAE

April 2008



**KEY RESPONSIBILITIES:**

- Facilitating retail-based programs such as customer service, sales techniques and communication skills.
- Facilitating corporate and on-boarding programs such as orientation and induction, Employeehip and corporate values
- Developing and customizing new/existing training material based on business needs and client’s feedback e.g. Effective Meetings
- Conducting training needs analysis to develop courses relevant to needs of the business.
- Conducting post-training feedback surveys that assess the progress of the learning curve in the group

**KEY ACHIEVEMENTS & AWARDS**

- Altayer Company Recognition of the best Instructional Training Design 2008.

**Academic Qualification**

- **Degree** : **Master of Business Administration, 2014-2016.**  
**Institution** : **SWISS Business School**

Address : SBS Business School Campus. UAE, Dubai

- **Degree** : **Post Graduate Diploma in Psychology & Rehabilitation in education 2009**  
**Institution** : **SVU Syrian Virtual University**

Address : Damascus University, Syria

- **Degree** : **Bachelor Degree in English literature (B.A) 2007**  
**Institution** : Faculty of Letters and humanities

Address : Aleppo University, Syria

**COMPUTER PROGRAMMING SKILLS**

- Certified Microsoft Office tools: Microsoft Word, Microsoft Excel, Microsoft Access, Microsoft PowerPoint, Microsoft Outlook, OneNote for Education, Sway app, IB app for Business.

**CERTIFICATION COURSES**

- Certified Fish! Philosophy Trainer, Right Section Facilitation Learning May -2010.
- Certified Kirkpatrick Four Levels TM Training Kirkpatrick Partners October – 2012.
- (CPLP) Oriented Professional in Learning and Performance Certification 2012
- Member in (ATD) American Society for Training and Development 2013
- Certified Adult Learning Design Guidelines November 2013.

**REFERENCE:**

- ☎ **Christine Kuun:** (Microsoft Regional Sales Capability Manager – MENA) TL: [+971 56 683 8044](tel:+971566838044)
- ☎ **Anton Karin :** (Director, Adidas Training Academy \_RU) TL: [+7925 403 60 76](tel:+79254036076)