

Curriculum Vitae

Dr. Munir Hourani CPC



PROFILE

PhD in Strategic Planning and Certified Professional Consultant (CPC) both from USA, entrepreneur and innovative thinker by nature, business management specialist by education, and business developer by practice and learning. Fluent in Arabic and English languages, and had a cross cultural background as a result of working with tens of nationalities worldwide.

As business specialist Dr. Hourani worked for the last 30 years as a management and business consultant, instructor, translator and portfolio manager. He worked for major organizations worldwide like ETN-Holland, M.M. Corporation-Japan, Arabic Council for Science, Medicine & Technology-Jordan, PADICO-Palestine, SABIC-Saudi Arabia, QP-Qatar, EDB-Bahrain, ADNOC-UAE, Bureau Veritas-UAE, Levenbert-UAE and Haward Technology UAE. He also handled business development projects and a strategic planning for major bodies like Abu Dhabi Municipality and Al Riyadh Regional Municipality, translated / edited more than 30 books in economics, business, politics and education. Dr. Hourani is a member of several Management and Business bodies like PMI, UNESCO, IIL and CIPD. The diversified experiences in technical and non-technical environments entitled him to perceive the business needs, and how to align consulting with training work to satisfy the need. Dr. Hourani was the General Manager of TUV Akademie Middle East for more than 4 years and an Affiliate of Cambridge Int'l College-UK. Currently, he is the General Manager of Cambridge Management Technology; a consulting and development house. As a renowned speaker, Dr. Hourani is a visiting lecturer/trainer in Abu Dhabi University, Alhosn University, UAE University, University of Sharjah, Emirates Institute for Banking, and some other consulting and training institutions worldwide, in addition to being a Strategy Consultant for several governmental bodies in UAE and other countries, including Ministries, Police, Municipalities and NGOs.

Dr. Hourani produced and delivered more than 160 training course / seminar, which is an international record in this domain. Hereunder are some of the consulting and trainings he delivered over 30 years of experience:

1. Change Management
2. Strategic Planning
3. Crisis & Disaster Management
4. Performance Management
5. Knowledge Management
6. HR Management & Development
7. Customer Service
8. Banking products, investment, corporate, LC and FOREX
9. Islamic Banking & Finance
10. Delegation, Motivation and Negotiation Skills
11. Training, Facilitation, Learning and TNA Skills
12. Leadership & Supervision Management Skills
13. Creativity, Problem Solving & Decision Making
14. Project Management
15. Presentation and Public Speaking Skills
16. Stress Management
17. Team Building
18. Technical Report Writing

Dr. Hourani enjoys vast knowledge and experience in Management, Leadership, Business Development, HR Management, HR Soft Skills Training, Strategic Planning and Consultancy in all above-mentioned areas. He held various positions throughout his professional life:

- General Manager in several business domains.
- Strategic Planning, Development & Training Specialist / Consultant.
- Trainer/Lecturer for more than one university/institution in different countries, last 15 years in UAE.
- Translator and Researcher in diversified technical and non-technical fields.
- FOREX Money Manager.

Dr. Hourani believes that the collective knowledge, experience, innovation of the employees should empower the organization. Team work, knowledge sharing, business ethics, and organizational development are a subset of his commandments. He is greatly satisfied when he brings happiness to people, learn something new, add great value to the organization, and have a satisfied customer.

ACADEMIC QUALIFICATIONS

1. Ph.D in Business Development Strategies / Almeda University, USA 2006
2. Diploma in Financial Management / AMBAI University, USA 2006
3. Diploma in Strategic Management / AMBAI University, USA 2006
4. Certified Professional Consultant (CPC) / The Consultants Institute, USA 1999
5. Master in International Trade / Southwestern University, USA 1987
6. Bachelor in Business Adm. / Southwestern University, USA 1985
7. Diploma in Business Adm. / Orient Institute, Syria 1984

WORK EXPERIENCE

1. Cambridge Management Technology

Nov. 2006 - present

Consulting, Training, Business Dev., Recruitment & Event Management body in UAE

General Manager, Consultant & Instructor

Handling Business Development, Recruitment Process and follow up of Feasibility Studies. And worked as Trainer / Visiting Lecturer in HR, Business Development and Management Soft Skills. Hereunder are some of the institutions I worked for as a Consultant or Instructor:

- a. **Abu Dhabi Police Medical Services**, UAE (Medical Clinic & Facilities to serve all police staff and families, and all expats working for ADP and their families and others, altogether about 100,000 px) Consulting and implementing of Strategy and Re-structuring of Medical Claims Collection and System, the largest project of its kind in the country.
- b. **Top Vision Economic Consultancy** UAE (Management Consulting House)
Munir's role is handling the re-launch of the company business and branding in consulting and feasibility studies, including producing the Strategic Plan and business plan of the company, in addition to conducting of strategic plans and feasibility studies through leading the team work and delivery of specialized training courses.
- c. **LEVENBERT** UAE & KSA (Consulting in Business Dev. and Strategic Planning)
Handled a project in Strategic Planning and Benchmarking for Al Riyadh Regional Municipality.
- d. **Bureau Veritas BV** Abu Dhabi (one of the largest technical consulting & third party inspection worldwide)
Handled a project in Strategic Planning, Business Process Re-engineering and Benchmarking for Abu Dhabi Municipality.
- e. **SWISSQUOTE Bank (ACM)**, Dubai Branch (Swiss investment house concentrating on FOREX trading)
ACM contracted Munir as IB / Money Manager to manage number of investors trading accounts.
- f. **Emirates Institute for Banking & Financial Studies** (specialized institute in providing banking professionals with Adv. Diplomas and short term courses in Banking in UAE)
Munir's role is to provide training courses in HR, Banking products and Banking Business Development.
- g. **Abu Dhabi University** (Emarati High education institution offering Bachelors & Masters Degrees)
Lecturing and training in HR and Business, and managing training program in terms of planning, selecting, contracting and leading the team of lecturers / trainers of Emaratization Tawteen Program to comply with university and BTEC regulations. Follow up of program graduates projects in technical and non-technical businesses.
- h. **UAE University** (Emarati governmental High education institution offering Bachelors, Masters and PhD. Degrees)
Lecturing and training in HR and Business, Strategic Planning, Cross-Cultures, Report Writing, and Management soft skills.

2. TUV Akademie Middle East

July 2002 - Oct.2006

Training and Consulting German Body in UAE

General Manager Middle East

Managing and organizing the training and consulting operations of the company all over the Middle East either directly or through TUV branches. My Job description included planning & budget setting, training needs analysis, deciding on marketing strategy, staff selection and training, recruiting relevant instructors / consultants to meet the published technical and non-technical trainings and consulting needs, in addition to auditing of staff performance and business development plan.

Consultant & Instructor

I delivered the Training courses & lectures in the scope of following subjects:

1. Business skills (Communication, Presentation, Negotiation, Time Management, etc).
2. HR Development (Interviewing, Recruiting, Structuring, Meeting, Evaluation & Appraisal...etc).

3. Marketing & Sales (Principles, Promotion, Customer Service, Public Relations, Strategic Planning...etc).
4. English Language (General English, Business English, Technical English ...etc).
5. Leading projects in Business Development, Feasibility studies, and Marketing Strategy for both commercial and manufacturing sectors. I conducted presentations on Training Management, Human Resource Development, BPR and Developing Presentation Skills targeting major clients like ADNOC group of companies in UAE. ARAMCO and SABIC Group in KSA, QP, QAFCO, Q-TEL and Port Authority in QATAR. PDO in OMAN. ASRY in BAHRAIN.

3. Dar Alfikr Int'l Studies & Research

June 1989 - Feb. 2002

Publishing, Printing, Translation, Education & Consulting House in Jordan

General Manager & Business Consultant

Tens of major projects concluded, some of them:

1. International Business Development Project of (PADICO Industrial Real Estates - Palestine) 2000
2. Barter Business consulting study for (Jordan Barter Network) 1999
3. FOREX marketing and training for (Hynup Investment Co. - London) 1999
4. Recruitment & Marketing Training Project for (Arab Eagle Insurance Co. - Jordan) 1985-1988 + 1999
5. Publishing review, writing & editing Arabic / English content, and HR structuring for (Arabic Council for Science, Medicine & Technology - Jordan & worldwide) 1994 -1999
6. Business Development and Recruitment Project for (Tajamut Industrial Estate/QIZ - Jordan) 1997-1998
7. Business Development, Training Program in Marketing and Customer Service for (European Travel Network - Holland) in Jordan 1995-1997
8. Customer Loyalty Program, Telemarketers recruiting & training for (Forte Grand Hotel Amman, Jordan) 1992
9. Textile & Fashion Marketing Research for (M.M. Corporation / Japan) 1987

English/Arabic Translator & Chief Editor

Translating & Writing articles in the social, political, business, commercial and education domains, in addition to translating or editing more than 30 books. These are some of my translated and published books:

1. The Market Makers: How leading companies create & win markets, by Daniel F. Spulber. 314 p.
2. Teaching Students to Think (Teachers Manual), by Dr. John Langrehr. 230 p.
3. Reflective Practices for Educators, by Karen F. Osterman & Robert B. Kottkamp. 210 p.
4. The Art of Thinking, by Vincent Ryan Ruggiero. 265 p.
5. Problem Solving Through Critical Thinking, by Ronald Edwards & Wanda Cook. 58 p.
6. Thinking Tools Lessons, by Donald J. Trewfinger & Carol A. Nassab. 73 p.
7. Putting People First, by Bill Clinton & Al Gore. 232 p.
8. U.S Middle East policy: The Domestic setting, by Shai Feldman. 86 p.
9. It Only Takes One: How to create the right idea and then make it happen. by John Emmerling. 166 p.
10. Translation of Legal papers and contracts for Int'l bodies like FLAG Int'l Corporation, Newsweek, UNRWA, World Bank and several publishing houses in The Middle East.

4. Al Nisr Al Arabi Insurance Co.

July 1986 – June 1989

All kinds of Insurance & Financial Investment body in Jordan (partners of Eagle Star Int'l)

Unit Marketing Manager

This position is the result of consecutive promotions whereby I was appointed as Producer, promoted to Consultant, then to Senior Consultant, and at last a Unit Manager within less than a year as a result of my outstanding performance in production, and contribution to the sales and marketing force in training, planning and sourcing to achieve their targets.

5. Central Agency for International Trade

Sep. 1981 – May 1986

Import / Export and Int'l companies' representatives in Jordan

Sales Supervisor

Appointed as a salesman and promoted to a Sales Supervisor, my duties included marketing and closing wholesale transactions of Textile and Garments, Paper & Carton orders, following all the deals international communication, arranging with banks to open L/C's, checking shipping documents related, training sales force, preparing itinerary of the companies representatives coming to Jordan from all over the world.

CONFIRENCES, TRAININGS & SEMINARS ATTENDED

Some of the conferences, trainings or seminars I attended over the last 30 years:

1. Daman Insurance Co., Abu Dhabi: Coding & Claims Collection Strategies Workshop, 9 Nov. 2013
2. New York University Abu Dhabi, Lecture: Climate Change and the Mathematics of Sea Ice, 19 Jan. 2012
3. ECSSR Symposium: Islamic Finance and Contemporary Economics, 17 Jan. 2012
4. ECSSR Symposium: The 40th Anniversary of the UAE Federation, 27-28 Nov. 2011
5. Master's Certificate in HR Management / Cambridge Int'l College, Nov. 2010
6. New York University Abu Dhabi, Lecture: The Use of Economics on Environmental and Public Health Policy, 1 Nov. 2010
7. Entrepreneurship 1st Symposium "From UAE to Washington, DC: A New Beginning Realized" in Abu Dhabi 26 April 2010
8. ECSSR Symposium: The Global Financial Crisis: Implications and Solutions, 2 June 2009
9. ECSSR Symposium: China, the US and the Middle East: Diplomacy, Strategy, and the Triangular Relationship, 30-31 Oct. 2007
10. British Business & Technology Education Council (BTEC) & Edexcel tutor training workshop (2 days) in Abu Dhabi University on July 2007
11. BTEC / Edexcel approved Internal Verification (IV) Training Seminar in Dubai on Oct. 2007
12. Many conferences and seminars in UAE, Qatar, Bahrain, and KSA, Jordan, Cyprus, UK and Holland in HR, Business Development, Learning Strategies and Training Management 1987-2007
13. Project Management Professional Prep. Course / PMI, April 2007
14. Strategic Planning & Implementation Techniques / TUV Middle East Sep. 2005
15. Strategic Planning Program / Amman Chamber of Commerce Feb. 2001
16. E-Commerce Training Program / Amman Chamber of Commerce Feb. 2001.
17. Financial Management for Non-Financial Managers / Amman Chamber of Commerce March 2001
18. The Business Plan as a Practical Management Tool / Euro-Jordanian Business Service Team April 2001.
19. Costing - Pricing for Growth / Euro-Jordanian Business Service Team April 2001
20. Innovate Don't Imitate / Euro-Jordanian Business Service Team April 2001.
21. Competitive Strategies for Business Growth / Euro-Jordanian Business Service Team April 2001
22. Industrial Cost Accounting & Production Management / Gaza Oct. 2000.
23. Internal Audit Certificate / SGS Co. Nov. 1997
24. Advanced Marketing Management course / University of Jordan Dec.1997.
25. Introduction to Internet / Int'l Center for Technology, Jordan June 1996
26. Feasibility Studies workshop in Human Resources and Business Development / Jordan Export Development Corporation (JEDCO) May 1993
27. ISO 9000 comprehensive course / Jordan Engineers Association Dec. 1992.
28. Certificate in International Spot & Futures Exchanges / Int'l Traders Organization, USA Jan. 1989.
29. Several seminars in Insurance / Al-Nisr Al-Arabi Insurance Co. 1987-1988.

CAPABILITIES IN TEACHING, TRAINING & CONSULTING

I have outstanding record in number of training courses, seminars and confidences I produced and delivered. For the last 30 years I produced more than 160 events. I can deliver Business Consulting, Management Soft Skills training and lecturing in the following areas:

1. Change Management
2. Strategic Planning
3. Creative Thinking Development
4. Crisis / Disaster Management
5. Communication Strategies & Skills
6. Performance Management
7. Knowledge Management
8. Quality Management
9. HR Management & Development
10. Certified Professional Consultant(CPC) Preparation
11. Customer Service
12. Banking products, investment, LC and FOREX
13. Islamic Banking & Finance
14. Delegation, Motivation and Negotiation Skills
15. Training, Facilitation, Learning and TNA Skills
16. Leadership & Supervision Management Skills
17. Organizational Behavior
18. Business Ethics

19. Interviewing & Selection Techniques
20. Telemarketing/Marketing and Sales Strategies
21. Fundamentals of Budgets & Managing Money
22. Fundamentals of Macroeconomics & Microeconomics
23. Creativity, Problem Solving & Decision Making
24. Project Management
25. Presentation and Public Speaking Skills
26. Stress Management
27. Team Building
28. Management Soft Skills
29. Technical Communication & Report Writing
30. Business & Technical English Language

MEMBERSHIPS IN PROFESSIONAL, BUSINESS & LEARNING BODIES

1. Project Management Institute (PMI)
2. American Management Association (AMA)
3. Society for Human Resource Management (SHRM)
4. Member of UNESCO - Education Web Team
5. International Institute for Learning, USA & worldwide
6. Arab League Educational, Cultural and Scientific Organization (ALECSO)
7. British Learning Association (BLA)
8. International Management Consultants Board
9. Arab Forum of HR Management
10. Harvard Business Review / working knowledge circulation
11. Change Management Learning Center
12. American Management & Business Adm. Institute (AMBIAI)
13. Strategic Planning Society, UK
14. Chartered Institute of Personnel and Development CIPD Subscriber.
15. The Knowledge Management Network
16. Business Guru Licensed Trainer & Consultant
17. International Management Consultants Board IMCB
18. New Energy World Network
19. Worldwide Management Consultants WMC
20. Business Excellence Group
21. Dubai Business Club
22. Abu Dhabi Business Network
23. Transparency International

PERSONAL DATA

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