



**J&R Business Consultancy** FZE

*Mission to Empower*



## **Samir Roger Makarem**

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### **Address in the UAE**

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+971-50-831-7405

### **Address in the USA**

7869 Hamlet Ct.  
Canton, Michigan 48187  
+1 (734) 453-9113

### **Qualifications**

- Master Soft-Skills Trainer
- Masters in Monetary Economics-Wayne State University-Detroit, Michigan, USA
- Bachelor Degree in Economics-University of Michigan-Dearborn, Michigan, USA
- 20 years of experience in higher education teaching
- 16 years of experience in training
- 12 years of experience in online higher education teaching
- 7 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, education, legal, banking, and government sectors.

Samir has had over 20 years of extensive experience offering business consultancy services and developing and delivering workshops and training soft-skills courses. 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.



**Professional Experience**

**J&R Business Consultancy FZE | July 2008 – Present**

**UAE / USA**

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



**J&R Business Consultancy** 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:*

**CitrusTV**

**Dubai, UAE**

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



**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.



**Porsche Middle East and Africa**

**Dubai, UAE**

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



PORSCHE

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

**Jaguar Land Rover MENA**

**Dubai, UAE**



RANGE ROVER

- Taking part in facilitating the **Jaguar Land Rover** Dealer Sales Experience for the MENA Region
- Taking part in facilitating the Jaguar Experience event at the Yas Marina Circuit in Abu Dhabi for the 2014-2015 **Jaguar** range of products
- Delivering The JLR Configurator for **Jaguar Land Rover** throughout the MENA Region for all 2014-2015 models
- Member of the Sales Training Team for the All-New 2013 **Range Rover** Launch – MENA Region



**Professional Experience**



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

**Dubai, UAE**

Delivered the following training module to representatives from Dubai, Abu Dhabi, Muscat, Srilanka, Egypt, KSA, Tunisia, Morocco, Bahrain, Qatar, and Jordan - through Corner Stone Training Solutions

- *Excellence in Customer Service*

**Wataniya Telecommunication**

**Kuwait City, Kuwait**

Delivered the following training modules as part of the Re-Branding Project of **'Wataniya'** Telecom to **'Ooredoo'** 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 **"DP World"** Senior Managers at the Olive Group Desert Training Centre in Al Ain, *through Restrata (Olive Group)*



- *Completed a "Master Train the Trainer" Leadership program through "DP World Institute"*

**National Bank of Fujera**

**UAE**

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



**Touch Telecom**

**Beirut, Lebanon**

Delivered the following training module to **"touch Telecom"**, *previously known as "MTC touch"*, one of the leading telecommunication companies in Beirut, Lebanon, through Marcus Evans-Kuala Lumpur, Malaysia



- *Powerful Innovation for the Telecommunication Industry*

**Viva Telecom**

**Istanbul, Turkey**

Delivered the following training module to **"Viva Kuwait Telecommunication"** in Istanbul, Turkey, through Marcus Evans-Kuala Lumpur, Malaysia



- *Strategic Sales Force Management*



**Professional Experience**



**AI Abdullatif Industrial Investment Company**

**Riyadh, KSA**

Delivered the following training module to “**AI Abdullatif Industrial Investment Company**” in Riyadh, KSA, through Marcus Evans-Kuala Lumpur, Malaysia

- *Personal Budget for Efficiency and Performance Improvement*

**AI Mandoos Luxury retailer/Daar Yaas Group**

**Abu Dhabi, UAE**

Delivered the following training modules to “**AI Mandoos Luxury Retailer**” in Abu Dhabi, UAE:

- *Business and Communication Etiquette*
- *Ultimate Selling Skills for High End Products*
- *Exemplary Customer Service and Retention*
- *Training Excellence Skills*



**MIO Lawyers and Legal Consultants**

**Abu Dhabi, UAE**

Delivered the following modules to “**MIO Lawyers and Legal Consultants**” in Dubai and Abu Dhabi, through Focus Management Consultancy

- *Customer Service*
- *Time Management*



**Dubai Electricity and Water Authority**

**Dubai, UAE**

Delivered the following training modules to “**Dubai Electricity and Water Authority-DEWA**”, 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-Drive Change*



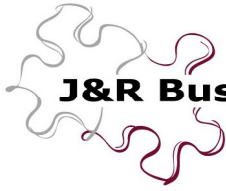
**Qatar Central Bank**

**Doha, Qatar**

Delivered the following training modules to “**Qatar Central Bank**” in Doha Qatar, through Potential Management Consultancy

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





**Professional Experience**



**WASL Asset Management**

**Dubai, UAE**

Delivered the following training modules to “**WASL Asset Management**” in Dubai, UAE. - through Potential Management Consultancy

- *Realizing your Potential*
- *Team Building*
- *Advanced Customer Service*

**National Bonds**

**Dubai, UAE**

Delivered the following training modules to “**National Bonds**” in Dubai, UAE. - 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 to “**Department of Transport**” in Abu Dhabi, UAE - through Potential Management Consultancy

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

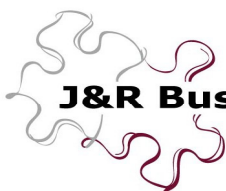
**Developing STARS Entrepreneurs**

**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*





**Professional Experience**

**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 Business Process Re-engineering "BPR" project at the Al Ain Municipality and all its external sectors.*
- *Conducting Training Needs and Gap Analysis for various workstreams and leading training for the Business Process Re-engineering "BPR" deployment of the newly and re-engineered "To Be" processes for most workstreams.*
- *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 "Musharaka", the first Knowledge Management 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 the “**UAE Central Bank**” in Abu Dhabi, UAE, through Zayed University Center for Business Excellence 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 United Kingdom.

- *Economics*
- *Financial Markets and Risk*

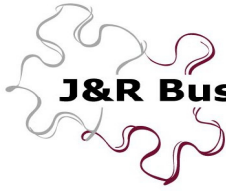
**Emirates National Bank of Dubai**

**Dubai, UAE**

Delivered and assessed bank managers of “**Emirates National Bank of Dubai**” on the following modules in Dubai, UAE, through Zayed University Center for Business Excellence, as part of the requirements for the ILM (International Leadership Management), a one-year certification program awarded from the United Kingdom

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





**Professional Experience**



**Mashreq Bank**

**Dubai, UAE**

Delivered and assessed bank managers of “**Mashreq Bank**” on the following modules in Dubai - through Zayed University Center for Business Excellence:

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



**Abu Dhabi Media Company**

**Abu Dhabi, UAE**

Interviewed and evaluated selected employees of the “**Abu Dhabi Media Company**” in Abu Dhabi, UAE 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**

Trained and counseled groups of prospective and future business owners through the “**Khalifa Fund**” on Small and Medium Business Entrepreneurship in Abu Dhabi, UAE - through 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**

Trained and delivered a series of Soft and Business Skills modules as part of the requirements for the 2-year “Executive Leadership Program” (ELP) with 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 the competency-based interviews to all employees of college and university degree holders, as part of the Psychometric Assessment Project, to determine their 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

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*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

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*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

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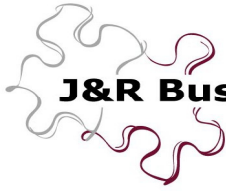
*Taught the following courses:*

**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**  
Visiting Faculty

**Al Ain, UAE**

*Taught the following courses:*

**Money and Banking**  
**Macroeconomics**  
**Mathematical Economics**

جامعة الإمارات العربية المتحدة  
United Arab Emirates University

**UAEU**

**Dubai Men's College | Sep. 2006 – Jan. 2007**  
Adjunct Business Faculty

**Dubai, UAE**

*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**  
Adjunct Faculty of Economics

**Dubai, UAE**

*Taught the following courses:*

**Business in the International Environment**  
**Microeconomics**  
**Macroeconomics**

- Achieved outstanding student evaluations

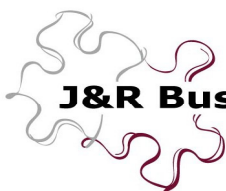
**Wayne State University | Fall 1999 - Spring 2004**  
Faculty - Department of Finance and Business Economics

**Detroit, Michigan, USA**

*Teaching 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



# J&R Business Consultancy FZE

*Mission to Empower*

## Teaching Experience

**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



## 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
- French: Moderate

## Citizenship



American



Lebanese

## Hobbies

