



Address in the UAE

P.O. Box: 86753
Al Ain, UAE
+971-50-719-1938 Mobile

lama@jrbusinessconsultancy.com

Address in the USA

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

Lama A. Makarem

- Master Soft-Skills Training and Business Consultant
- PhD candidate in Business Leadership – Capella University - Minneapolis, Minnesota USA
- Masters in Business Administration (MBA) -Wayne State University-Detroit, Michigan, USA
- Bachelor of Arts in Clinical Psychology - The Lebanese University - Beirut, Lebanon
- Bachelor of Science in Business Administration - Lebanese American University - Beirut, Lebanon
- 13 years of experience in higher education teaching
- 8 years of experience in consultancy and training
- Fluent in both English and Arabic

In 2008, Lama and her husband, Samir 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.

Lama has an intensive and extensive background. Her eighteen years of consultancy, teaching, and training experience are evident in the various contemporary and advanced business topics that she has taught, consulted, and trained on in the USA and the MENA region. Topics covered have ranged from HR, Retail Processes and Standards, Customer Service, Total Quality Management (TQM), to Marketing Mastery, Strategic Leadership, Organizational Structures and Behaviors (OSB), and Business Ethics among many others.

Currently, Lama's expertise is being dedicated mostly into management and consultancy in various industries, and specifically in the automotive industry, offering a series of auditing services, coaching and training programs throughout North America, the GCC, and MENA Regions.

Lama has completed her Ph.D. coursework in Business Leadership with Capella University in the US. With distinction, Lama has graduated with an MBA in Management and Finance from Wayne State University, one of the leading universities in the state of Michigan, USA. She had completed her undergraduate studies in Business Administration at the Lebanese American University in Beirut.

Lama has a dual citizenship; American as well as Lebanese, thus giving her the privilege of being exposed to both western and Middle-Eastern cultures and consequently being fluent in both languages; English and Arabic.



Objective

Mission to Empower

Professional Experience



J&R Business Consultancy FZE
Mission to Empower

July 2008 – Present

UAE, USA

Co-owner / Business Consultant and Trainer

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



Co-founder of “**J&R Business Consultancy FZE**”, a consultancy and training company in the UAE offering various business consultancy services, along with developing and delivering training programs for various industries including the automotive, telecommunication, media, retail, education, legal, banking, and government sectors.

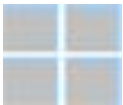
Clients and Assignments:

Plus Four International

September 2009 – Present

MENA, UK, USA

Training Consultant



Automotive Consultancy: Dealership Processes

Automotive Assessments and Audits: Dealer Standards Audits

Automotive Retail Excellence: Rolling out the Red Carpet program in the MENA

Region (An Exclusive Customer Retention Training Program) - Al Tayer Motors, UAE

Delivering the following modules:

- Winning Relationships
- Essence of Retailing

Nissan Middle East fze

Dubai, UAE

- Designing and Delivering the **Sales Fleet Training Program** for managers and sales consultants in the MENA market
- Designing the **GTR Passion Training** for the GTR Certified Sales Consultants in the MENA market
- Developing and Delivering **Customer Service Excellence Program** for managers and sales consultants in the MENA market





Jaguar and Land Rover

February 2008 – Present

MENA, UK, USA, Canada

Training Consultant

- Dealer Standards Auditor
- Dealers Management and Staff training and coaching (English, Arabic, and basic French) for the North American, Middle East and North Africa markets (MENA Region)

Delivering the following modules:

- Leading for Tomorrow (7 Senior Management Modules)
- Sales Core Process
- Induction Seminars
- Brand Technologies
- Creating the Team
- Advanced Selling Skills
- Performance Excellence
- Management Seminars (Foundation and Master Levels)
- Launching New Models Events
- Developing and delivering the JLR Configurator training program



January 2010 – Present

Dubai, UAE

Training Consultant

Engaged in the Development and Delivery of various Soft and Business Skills Workshops Entrepreneur Development Program: **“Developing STARS Entrepreneurs”**

Delivering the following modules:

- Strategic Management
- Planning and Organizing
- Pricing – Making or breaking your profitability
- Customer Loyalty – Supporting your sustainability
- Selling Value – Matching your selling process to your customer’s buying process
- Marketing strategies – Right Product, Right Place, Right Price, Right Message



Tiqani Management Consultant

March 2010 – Present

Dubai, UAE

Training Consultant for Honda Middle East



Dealers Senior Management and Staff training / coaching for UAE, Qatar, Oman and Bahrain markets

- Honda People Development Program - Improving Communication and Customer Handling Skills
- Leading Change Program – Essence of Leadership Courses

Castrol Oil

February 2008 – Present

UAE and KSA

Training Consultant



- Developed and delivered the "Executive Training Programme Customer Service; Skills Enhancement for Call-Center Executives".

Zayed University

November 2008 – June 2010

Dubai, UAE

Training Consultant

Delivered Marketing Courses - Customers and their Needs-to NBAD Academy (National Bank of Abu Dhabi) to prospective managers in collaboration with, and awarded by, the "ifs School of Finance" in the UK.

Developed and delivered the Luxury Retail Leadership Program designed for Paris Gallery Managers (Al Fahim Group). *Delivering the following modules:*

- Retail Principles
- Luxury Retailing





**Teaching
Experience**

Higher Colleges of Technology Al Ain Women's College

Al Ain, UAE

August 2005 – June 2008

Faculty of Business

Delivering the following Courses:

- Business Processes and Critical Thinking
- Introduction to Management
- Business Math
- Marketing Fundamentals
- Customer Relations
- Introduction to Financial Services
- Training and Development
- Operations Management
- History of the Arab World
- Total Quality Management
- Business Presentations
- Organizational Behavior



Baker College Corporate Services

Michigan, USA

Winter 1997 – Summer 2005

Faculty–Instructor of Business

Experienced with Hybrid classes using the Blackboard Platform

Delivering the following Courses:

- Management Strategy
- Marketing Management
- Methods of Research
- Business Math
- Organizational Behavior
- Principles of Marketing
- Finance
- Leadership and Management
- Operations Management
- Total Quality Management
- Change Management





**Other
Experience**

2000 – 2002

TechWorld Language Services

Michigan, USA

French Language Instructor

Taught French courses for International companies with subsidiaries in Quebec, Canada



1995 –1997

This End Up Furniture

Michigan, USA

Store Manager

June 1994 – July 1995

Saks Fifth Avenue

Michigan, USA

Customer Service Representative

1993 – 1994

Multi Language Communications for Interpretations and Translations

Michigan, USA

Interpreter

Served at several courts and law offices dealing mostly in insurance cases pertaining to citizens of Arabic and French nationalities.

- English to Arabic - Arabic to English
- English to French – French to English





Publications

Contributing Author



Education



2007-ABD
PhD in Business Leadership

Capella University

Minneapolis, Minnesota USA



1996
Masters of Business Administration (MBA)
Concentration in Finance and Management

Wayne State University

Detroit, Michigan USA



1993
Bachelor of Arts in Clinical Psychology

The Libanese University

Beirut, Lebanon



1992
Bachelor of Science in Business Administration

Lebanese American University

Beirut, Lebanon

Awards

Teaching Excellence Award - The Association of Collegiate Business Schools and Programs- Overland Park, KS, USA

Awarded in New Orleans, Louisiana USA, June 2008

Languages

- English
- Arabic
- French

Citizenship

USA / Lebanon

References

Upon Request