



CURRICULUM VITAE

Ahmad Ghaddar

Personal Data

Nationality : Lebanese
Date of Birth : May 7th, 1969
Place of Birth : Ghazieh, South Lebanon
Address : PO Box: 20191
Dubai, UAE
Tel: +971-50-6502204
+971-4 8852005 (res.)
Fax: +971-4 3670712
E-mail: ahshgh@emirates.net.ae
aghaddar@hotmail.com
Marital Status : Married
Languages Mastered : English & Arabic

Academic Qualifications

1993 : Bachelor of Science in Nursing
"American University of Beirut"
August 1993 : Lebanese National Colloquium Test (Nursing Section)
1987 : Lebanese Bacc. II "Mathematics"

Professional Record

March 2007 --- Date : Cardinal Health
Regional Manager , Middle East

- Managing the Sales & Marketing of Cardinal Health Products in the Region.

March 2001 --- Feb 2007 : 3M Gulf Ltd. (Medical Department)
Senior Sales Manager , Lower Gulf - Yemen & Libya (2006)

- Managing the Sales of 3M Medical Products in the above countries starting by setting forecasts after collecting market data and ending by achieving results in line with the company's values and general directions.
- Managing a team of 14 persons working as sales representative for our distributors in the region.
- Setting objectives for the reps according to the market potential of each country.
- Managing Daily activities of the Sales Reps by conducting field visits and supervision.
- Insuring that 3M Medical business in the region is run Smartly and profitably with consistant growth.
- Establishing good contacts with governenetal officials in the 6 countries
- Developing full business plans with quarterly reviews to each country

- Participation in the company's budget discussions
- Arranging and conducting in-hospital seminars on 3M Products and Services

Professional Record (Cont'd)

- April 1996 --- Dec. 2000 : JOHNSON & JOHNSON Medical Middle East (Medical Department)
Regional Sales Manager, Levant Countries, Cyprus, Turkey
- Managing a team of 7 persons working as sales representative for our distributors in the region.
 - Setting targets and SMART objectives for the reps according to the market potential of each country vs. JJMI share.
 - Insuring that JJMI business in the region is run Smartly and profitably with consistant growth.
 - Liasing with the Distributors' engineers in order to make sure that the best service is delivered to our customers.
 - Direct Supervision and F/U with the reps through field visits to the customers and Hospital Heads.
 - Participation in budget discussions
 - Participation in business planning
 - Participating in major conferences and exhibitions
 - Arranging local seminars and presenting in different territories.
- Feb. 1994 – Jan. 1996 : Al-MAZROUI Medical and Chemical Supplies (Dubai)
Sales & Marketing Executive
- Medical Representative for Health Care products
 - Establishing contacts with Hospital Dept. Heads
 - Establishing contacts with Government & MOH officers.
 - Finalizing tenders & meeting goals
 - Arranging Seminars and participating in major conferences.
- Sept.1993–Nov.1993 : AUB Medical Center
Registered Nurse in Charge of PostOperative Surgical Ward.
- Summer 1987 – Feb.1989: NADA Pharmacy (Ghazieh/Lebanon)
Sales Assistant

Professional Trainings

- April 1996 : Sales Techniques Training (M.A.S.T.E.R Approach)
- April 1996 : Product Training in Dubai
- August 1996 : Product Training in Amman
- March 1997 : International Affiliate Training at ASP factory in Irvine, California, USA. This training included a course on Integrity Selling.
- July 1997 : Asia-Pacific / Middle East Product training in Dubai.
- Dec.1997 : Negotiation Skills training during the National sales Conference in Dubai
- Jan. 1998 : Medisafe Product Training in UK.

Feb. 1998	:	Time and Performance Management Training (conducted by Mercuri International) in Dubai.
July 1998	:	Presentation Skills Training (conducted by Mercuri International) in Dubai
Jan 2000	:	Integrity Selling Coaching Training in Egypt
Feb 2000	:	Major product training on JJMI Product range.

Professional Trainings (Cont'd)

Feb 2000	:	Project Management Training Course
March 2000	:	Key Account Management Training.
June 2000	:	Fundamental Leadership Skills Training
May 2001	:	Customer Focus Selling Program
April 2002	:	Customer Focus Selling (Advanced Course)
Oct. 2002	:	Persuasion Skills for Sales
March 2004	:	Six Sigma Green Belt Training
June 2005	:	Advanced Excel Training at ExecuTrain

Professional Awards

Dec. 1997	:	Sales Person of the year 1997, ASP Franchise, Award presented during the National Sales Conference in Dubai.
-----------	---	--

Extra Curricular Activities

1989 – 1993	:	Active Member of the “Cultural Club of the South” at AUB
Summer 1991	:	Active Member of the “Lebanese Social Health Center”
Summer 1992	:	Organizer Member for “International AIDS Day” at AUB.

AUB Medical Center Organizer Member of:

April 1993	:	Nursing Student Society
May 1993	:	International Nurses Day
May 1993	:	AUB Outdoors Activity

References:

- *Akram Azmy : J&J Medical Middle East*
- *Maher Abou Zeid: J&J Medical Middle East (Previously 3M)*
- *Other References will be available upon request*