**Ata**

[**Ata.363455@2freemail.com**](mailto:Ata.363455@2freemail.com)

Senior executive with 20+ years' experience of C-level P&L, strategic and operationally responsible positions with Novartis, Accenture and several regional group companies. Diverse senior level exposure and experience of markets across Middle East, North Africa, and Turkey. Predominantly Business Development, IT and Marketing positions, with full cross-functional leadership through board level positions covering Finance, Logistics and Manufacturing. Consistently delivered and exceeded business objectives. Empowering leadership style with a passion for people development and a long record of successful organizational wide Change Management and coaching programs in both consulting and operational capacities.

## **KEY SKILLS**

* ***Strategic and Operations Management –*** Comprehensive experience in senior-level planning, administration and P&L responsibility for market penetration and expansion. Recruited, trained and supervised high performing multi-function and multi-cultural teams to meet business and financial goals. Led the development of several organizations in GCC and Jordan in manufacturing, retail, distribution, consulting, and ICT.
* ***Investment /Financial Performance -*** Consistently recognized for efficient improvement in financial performance of acquired organizations. Highly skilled in Revenue Planning and Resource investment across M&A, establishing Optimiza as a leading regional company with comprehensive IT and Management Consultancy capabilities, capitalized at USD 50M with initial annual revenue at USD 30M following successful completion of M&A program.
* ***Business Development***– Skilled in strategic planning, opportunity identification, market risk analysis, venture capitalization, contract negotiation and network development across more than 50 businesses. Successfully ensured streams of revenue through winning of long-term contracts and implementation of strategic concepts for development and exploration of new markets.
* ***Marketing and Communication*** – Deep skills is articulating market and brand strategies with a track record of launching new products and implementing new campaigns leading to enhanced brand equity for many business lines and products.
* ***Communication Skills and Board Liaison*** – Fluent in Arabic and English. Close cooperation with the supervisory board and the board of management as well as extensive experience in the preparation, conducting and implementation of decision-making processes on top level as well as membership in Supervisory Boards and Boards of Management of subsidiaries / affiliates.

## CAREER PROGRESSION

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| **Self-employed, Amman Jordan** | **Oct 2014 to Present** |
| **Executive Consultant** |  |

* Provide advisory services to select clients within healthcare in identifying business opportunities in new markets and supporting the negotiation of best terms with potential partners and alliances.
* Services include strategic planning, mergers and acquisitions, human performance, IT and market/marketing planning.
* Collaborating with a team of independent consultants Performance Improvements projects are delivered through implementing an organization wide change program to synchronize all activities towards achieving the strategic and operational goals in a holistic approach.

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| **Arab Center for Pharmaceutical Industries, Amman Jordan** | **Aug 2005 – Oct 2006 and Feb 2011 – Sept 2014** |
| **Managing Director** |  |

The Arab Center for Pharmaceutical and Chemical Industries (ACPC) is a public shareholding company established in 1983 and is part of Tantash private equity group.

* Total enterprise management with focus on creating new markets, financial management, improving production quality, and reducing operational costs to maintain long-term competitiveness.
* Improved organizational performance, financial management, IT skills, infrastructure, and human performance.
* Implemented plans to improve the quality of capsules whilst introducing techniques to reduce the costs of materials, and production time. Saved significantly on waste production through human and mechanical error, reducing capsule errors from 2% to 0.5%.
* Introduced and managed long-term strategic plan to upgrade the plant and equipment to increase capacities and to deploy high level of automation. Took over existing management, significantly eliminating waste and expanding vendor resources, resulting in 10-15% improvement in cost of raw material. Reduced production waste by 10% whilst adhering closely to current GMP and working closely with the on-site contractors.
* Increased number of countries that Arab Center exported to from two to twelve and increased sales by 100% in 12 months.
* Developed plans to introduce contract manufacturing for Soft Gelatin products. Estimated growth is from $0.5 million revenue to $12 million by 3rd year, with a similar ongoing projected growth.
* Concluded a financial forecast and obtained board approval for private placement to increase capital by 50%.

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| **Optimiza, Amman Jordan** | **Nov 2006 – Jan 2011** |
| **General Manager / Sr. Executive Consultant** |  |

Optimiza is public shareholding company established in 2004 listed on Amman stock exchange with capital of USD 50 million and revenues exceeding USD 70 million. Optimiza is part of Kawar private equity group.

* Managed the P&L for the healthcare business unit based on generating revenues from all Optimiza offerings (Consulting, Technology, outsourcing, and Training). At the center of offerings is a total enterprise software solution for hospitals “eHOpe”.
* Developed the marketing for eHOpe Optimiza’s comprehensive hospital management solutions, and additionally the sales development of Optimiza’s infrastructure solutions.
* Led the healthcare BU to successful business engagements in UAE, Jordan and Sudan. Increased number of sites from two to seven within one year.
* Established and developed the BP, and prepared the healthcare division to be the first spinout of the newly merged Optimiza group.
* Developed the Strategy practice across the Optimiza network and created high value added business opportunities for our clients involving capital investment, restructuring, merger & acquisitions, and identifying strategic partners.
* Managed the acquisition, merger and integration work of nine major companies to consolidate within the group between 2007 and 2009.
* Designed and implemented the financial, business, and delivery models of the new merged Optimiza. Significantly increased the overall number of clientele for Optimiza by 50% resulting in an increased turnover of around 200%.
* Introduced a common Shared Services organization liaising with specialized on staff consultants resulting in a fresh organizational structure, unifying of pay scale, matching of posts for all employees, and establishing a nucleus for the culture of the emerging company in under 4 months.

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| United Medical International, Dubai UAE – Al Saif Group | Jan 2001 – Dec 2004 |
| Business Development Director – International |  |

* Involved in market research, market development, annual planning, client relationship management, proposal preparation, and contract negotiations.
* Prospected for investment and acquisition opportunities, and supported the business development and marketing functions of these acquired projects and hospital sites that United Medical has under management contract.
* Managed the acquisition effort of a major private hospital in Jordan inclusive of financial evaluation, due diligence, and legal.

Specific Projects /Accomplishments:

* Business Planning consulting for Muscat Private Hospital with two year supervision
* Marketing Planning consulting for Dubai Diagnostic Center with two year supervision
* Business Plan and Feasibility for a new hospital in Kuwait
* PPP evaluation for the Jordanian, Bahrain, and Saudi markets
* Business Plan and Feasibility for a new hospital in Cairo
* Business Plan and Feasibility for a new specialized healthcare clinic in Dubai Healthcare City
* Development of a combined healthcare model for three hospitals in Amman

## **EARLY CAREER**

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| **Accenture, Riyadh KSA** | **Feb 1998 – Jul 2000** |
| Senior Manager Change Management – Consulting |  |
| **ARAC Health Care Ltd, Riyadh KSA – Al Khorayef Group** | **Jan 1994 – Dec 1997** |
| General Manager |  |
| **NOVARTIS, KSA** | **Apr 1985 – Dec 1993** |
| Business Development Manager | Apr 1990 – Dec 1993 |
| Product Manager | Apr 1985 – Mar 1990 |

## **ACADEMIC QUALIFICATIONS**

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| **Masters of Business Administration MIS and Marketing** from Marymount University of Virginia, Arlington, VA, U.S.A. | **Dec 1984** |
| **Bachelor of Science Accounting** from Strayer University, Washington D.C., U.S.A. | **Mar 1983** |