**Curriculum vitae**

***Dr. ESSAM***

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**Executive Profile**

***Continuous Quality Improvement, results-oriented, innovative leader offering 22 years of high volume Excellence management (EFQM Model) Total Quality Management; HR and Marketing Management.***

**• Total Quality Management**

**Experience in JCIA, ISO & EFQM Model.**

Implementing Quality Systems;

Quality Assurance:

Change Management;

Cross Cultural Management.

**Team leader for SKEA and Abu Dhabi Excellence Award for Government Performance.**

**Continuous Quality Improvement;**

**TQM; QMS Lead Auditor;**

**Training and Consultancy for Joint Commission on Accreditation of Healthcare Organizations;**

**Excellence consulting:**

* Assessor since 2002, team leader since 2003, Sheikh Khalifa excellence Award SKEA –EFQM model- assessed 14 organizations
* Abu Dhabi Award for Excellence government Performance –EFQM model – assessed 2 organization
* Training as an assessor for Sheikh Khalifa Excellent Award by Services LTD UK (Abu Dhabi Chamber of Commerce) 18-22 January 2002
* Training as a senior assessor for Sheikh Khalifa Excellent Award by Services LTD UK (Abu Dhabi Chamber of Commerce) 7-8 January 2004`
* Training as a senior assessor for Sheikh Khalifa Excellent Award by Services LTD UK (Abu Dhabi Chamber of Commerce) 20-21 February 2006
* Several workshops for EFQM model
* Conducting Several Awareness sessions for EFQM Model
* Conducting Training for how to write submission
* Conducting Training course for how to implement EFQM
* Conducting Training internal assessors

**Human Resource Management**

* Manpower planning
* Recruitment and selection of employees

## Employee motivation

* Employee evaluation

## Industrial relations

* Provision of employee services
* Employee education, training and development
* Developing a HRM strategy

**Marketing Management**

* Demonstrate technical marketing skills
* Develop an annual marketing plan
* Budget management. To deliver all marketing activity within the agreed budget.
* Achieve frequent, timely and positive media coverage across all available media.
* Conduct market research in order to identify market requirements.
* Analyze potential strategic partner relationships.

**Qualification Highlights**

* **Master degree in Quality management system**
* **Human Resources**
* **Customer Service**
* **Administration Management**
* **Law and Government**.
* **Education and Training**
* **Active Listening**
* **QMS Lead Auditor Course**,
* **Joint Commission on Accreditation of Healthcare Organizations**, **International Practicum on Quality Improvement and Accreditation,**
* Training as a **senior assessor**, Sheikh Khalifa Excellent Award, Abu Dhabi Chamber of Commerce, 2004
* **ISO 9001/2000 Series Internal Auditor Training Course**; Lloyd’s Register Quality Assurance
* **Internal Auditor Course**, in accordance with **ISO 9002/1994** requirements.UAE Abu Dhabi, 2003
* **Practical Quality Auditing Course**; INCON Quality Consultants, UAE Dubai; 2004
* **Sheikh Khalifa Excellence Award Assessor Training**; Services Ltd.UK;Abu Dhabi UAE
* Very good Knowledge of experience with application of comprehensive quality management systems e.g**.: ISO, EFQM, Baldridge Award and Joint Commission on Accreditation of Healthcare Organizations**
* **Use of statistical techniques in managerial decision making processes**, including, confidence intervals, hypothesis testing, and quality control, simple and multiple regression.
* **Quality Management in organizations undergoing rapid change**, understanding of services marketing with particular focus on service quality and customer satisfaction.
* Identifies and examines the framework of understanding from which the **Management of Service Quality can be analyzed and improved**, as a contribution to the long term competitive advantage of organizations in rapid change economies
* **Very good Knowledge of major functional policies and programs**

**Professional Highlights**

**Presently: Universal Specialty Medical Centre as General Manager from March 2013 till date**

To manage all the administrative work in the Centre

* Formulate policies and procedures for the whole activities in the Centre and ensure that they are communicated to employee across the Centre
* For human resources department, overseeing administration of hiring, retention, termination, personnel records, legal compliance, compensation, benefits, and long-term staffing strategies.
* Responsibilities include **development** and administration of personnel rules and regulations, pay and job classification structure, and programs for employee training, safety, health, and morale.
* Maintaining the effective implementation of the quality system.
* Planning and supervising the quality audit programs.
* Reporting the performance of the company quality system to the management.
* Taking the appropriate actions to avoid the occurrence of any non-conformity related to quality system.
* Receiving and/or taking solutions for any quality problems.
* Verifying the implementation and effectiveness of corrective and preventive actions taken.
* Promoting the quality awareness and controlling the training needs for the company staff.
* Plan, design, conduct and evaluate comprehensive training programs across the hospital. Aiming at enhancing the abilities and competencies of the staff (Doctors, Nurse and Reception) based on the training assessment needs
* Develop and prepare the annual training plan in line with the identified training needs
* Evaluate the effectiveness of training programs by conducting follow-up studies to determine the impact of these programs.

**General Manger for Lotus Group (Lotus Drug Store, Lotus Medical Centre and Lotus Holistic Institute) March 2012 to February 2013**

**For the Drug Store**

* Responsible for the registration of the medicine in MOH
* Establish all the policy and procedures for the drug store
* Manage the relation with partners and evaluation of the suppliers
* Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product. This involves printed and electronic promotional material, product training, and relevant clinical papers.
* Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors products.
* Act as point of first reference for all product related enquiries and work collaboratively with colleagues in Clinical Research and Regulatory to address any issues that may arise.
* Close liaison with the field force to assess the response to and suitability of current promotional material and to ensure that the printed promotional material is being used optimally.
* Design market research projects to assess customer attitudes to the current product range and new product introductions.
* Assist with the development of the annual marketing plan and for controlling advertising, promotion and sales aids in accordance with the annual marketing plan.
* Responsible for preparing product forecasts, and constantly monitoring inventory levels held at central and interstate warehouses including liaison with production (locally and globally) to ensure supply timelines.
* Liaise with the advertising agency regarding the product campaign including journal advertising, direct mail and conferences.
* Promoting new products developed by the companies to health care service providers
* Determining and achieving the sales goals of the organization
* Developing the overall marketing strategy for the pharmaceutical organization
* Overseeing the implementation of the marketing strategy
* Analyzing the effectiveness of the strategies and rectifying the variances, if any
* Hiring, training, and monitoring the performance of the sales support staff
* Handling the competitors
* Identifying new market segments
* Participation in trade shows and conferences

**For the Medical Centre:**

To manage all the administrative work in the Centre

* Formulate policies and procedures for the whole activities in the Centre and ensure that they are communicated to employee across the Centre
* For human resources department, overseeing administration of hiring, retention, termination, personnel records, legal compliance, compensation, benefits, and long-term staffing strategies.
* Responsibilities include **development** and administration of personnel rules and regulations, pay and job classification structure, and programs for employee training, safety, health, and morale.
* Maintaining the effective implementation of the quality system.
* Planning and supervising the quality audit programs.
* Reporting the performance of the company quality system to the management.
* Taking the appropriate actions to avoid the occurrence of any non-conformity related to quality system.
* Receiving and/or taking solutions for any quality problems.
* Verifying the implementation and effectiveness of corrective and preventive actions taken.
* Promoting the quality awareness and controlling the training needs for the company staff.
* Plan, design, conduct and evaluate comprehensive training programs across the hospital. Aiming at enhancing the abilities and competencies of the staff (Doctors, Nurse and Reception) based on the training assessment needs
* Develop and prepare the annual training plan in line with the identified training needs
* Evaluate the effectiveness of training programs by conducting follow-up studies to determine the impact of these programs.

**Abu Dhabi Municipality as Business Development Consultant ( from June 1st 2008 To December 31st 2011)**

Responsible to improve and develop the policy and procedures for the quality department and other department in Abu Dhabi municipality

Establish the excellence module implementation and orientation (Abu Dhabi Award for Excellence in Government Performance - ADAEP)

**Abu Dhabi International Quality Consultancy**

**July 2007 till June 1st 2008**

(Abu Dhabi International Quality Consultancy is pioneer and first UAE based company, which is providing quality consultancy services to Healthcare facilities for all standards. Ensure support to Healthcare facilities and Industries for the development and implementation for national and international standards for accreditation and providing awareness and training to their staff.)

**Senior Quality Consultant for Healthcare:**

* Consultants conduct a baseline assessment of healthcare organization, make recommendations for positive change, and help to develop and implement a continuous quality improvement program.
* Carefully review healthcare organization’s procedures and practices, identify areas for improvement, and implement processes designed to improve the safety and quality of patient care.
* Identify risk points and help you to incorporate best practices.

Assist healthcare leaders and staff in assembling an infrastructure that can support achievement of them goals.

**Excellence consulting:**

Consultation for Implementation, Training, gap analyses, conducting action plan

Assessments and Assessment Reporting

Writing submission

Manage the teams for writing submission and collecting data

**Conduct training for excellence :**

* Several Awareness sessions for EFQM Model
* Training for how to write submission
* Training course for how to implement EFQM
* Training internal assessors
* Training the teams for team work approach

**Al Salama Hospital, UAE Abu Dhabi, Auguste** 2000 to June 2007

**Quality and HR Manager**

* Ensuring that the quality management system of the Hospital is established and implemented in accordance with the requirements of ISO 9001
* Promoting the use of quality systems within the department through training programs and personal guidance.
* Manage all people management functions relating to recruitment, induction, retention, discipline, training and communication for the department in order to ensure a well motivated, skilled and efficient workforce.
* Maintained regular customer liaison and customer and staff satisfaction surveys including the post occupancy review of capital projects.
* Set up and co-ordinate existing appropriate benchmarking activities in order that quantities and qualitative data are available to support the quality accreditation process.
* Maintaining the effective implementation of the quality system. Planning and supervising the quality audit programs according to ISO 9001standard.
* Reporting the performance of the Hospital quality system to the management.
* Coordinating with certifying bodies for ISO 9000.
* Personnel records, legal compliance, compensation, benefits, and long-term staffing strategies.
* Responsibilities include development and administration of personnel rules and regulations, pay and job classification structure, and programs for employee training, safety, health, and morale.

**Pharma Link, UAE Abu Dhabi** September 1998 to July 2000

**Marketing Manager**

* Responsible for providing the sales team with the necessary technical expertise to enable them to sell the product. This involves printed and electronic promotional material, product training, and relevant clinical papers.
* Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors products.
* Act as point of first reference for all product related enquiries and work collaboratively with colleagues in Clinical Research and Regulatory to address any issues that may arise.
* Close liaison with the field force to assess the response to and suitability of current promotional material and to ensure that the printed promotional material is being used optimally.
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* Promoting new products developed by the companies to health care service providers
* Determining and achieving the sales goals of the organization
* Developing the overall marketing strategy for the pharmaceutical organization
* Overseeing the implementation of the marketing strategy
* Analyzing the effectiveness of the strategies and rectifying the variances, if any
* Hiring, training, and monitoring the performance of the sales support staff
* Handling the competitors
* Identifying new market segments
* Participation in trade shows and conferences

**Unicare Company, UAE Abu Dhabi** August 1997 to August 1998

**Medical Representative**

* Visit prospect clients to present and make negotiations about the featured product.
* Sell and give samples to prospect clients.
* Inform clients about the product’s price, side effects, and other important information.
* Make a routine visit to different hospitals and community centers to present the products.
* Make presentations to clients.
* Advises customers on the suitable medicines.
* Arrange orders and reservations ordered products.
* Make negotiations with the pharmacies about the price and demand of the customers.

**EIPICO, UAE Abu Dhabi September** 1995 to July 1997

**Medical Representative**

* Visit prospect clients to present and make negotiations about the featured product.
* Sell and give samples to prospect clients.
* Inform clients about the product’s price, side effects, and other important information.
* Make a routine visit to different hospitals and community centers to present the products.
* Make presentations to clients.
* Advises customers on the suitable medicines or equipments.
* Arrange orders and reservations ordered products.
* Make negotiations with the pharmacies company about the price and demand of the customers.

**EIPICO, Egypt Cairo May** 1992 to August 1995

**Medical Representative**

* Visit prospect clients to present and make negotiations about the featured product.
* Sell and give samples to prospect clients.
* Inform clients about the product’s price, side effects, and other important information.
* Make a routine visit to different hospitals and community centers to present the products.
* Make presentations to clients.
* Advises customers on the suitable medicines or equipments.
* Arrange orders and reservations ordered products.
* Make negotiations with the pharmacies about the price and demand of the customers.

**Education**

* **M.S., Quality Management System** 2005

University of Wollongong, Australia

**B.S., Bachelor of Veterinary Medicine** 1991

Cairo University, Cairo, Egypt

**Professional Affiliations**

* **Senior assessor**, Sheikh Khalifa Excellent Award, UAE Abu Dhabi, 2003
* **Member of Medical Education Committee**, Ministry of Health, UAE Abu Dhabi, 2000
* **Team Leader, Sheikh Khalifa Excellence Award**, Abu Dhabi Chamber of Commerce, 2002
* **Team Leader Abu Dhabi Award for Excellence in Government Performance - ADAEP**

**Awards of Excellence**

* **Award of Excellence**. USA. Rochville University,2007
* **Sheikh Khalifa Excellence Award**. Abu Dhabi Chamber of Commerce, UAE Abu Dhabi, 2005
* **Sheikh Khalifa Excellence Award- Appreciation Award**, Abu Dhabi Chamber of Commerce, UAE Abu Dhabi, 2004
* **Achieve all the Routine surveillance visits from the certification body** (Lloyed’s Register) Against ISO 9002/1994, Lloyd’s Register Quality Assurance (IRCA Certified & registration), UAE Abu Dhabi, 2003
* **Upgrade ISO standard from ISO 9002/1994 to Standard ISO 9001/2000,** UAE Abu Dhabi.

**Achievements in Al Salama Hospital:**

* Sheikh Khalifa Excellence Award 2005
* Sheikh Khalifa Excellence Award - *Appreciation Award 2004*
* Upgrade ISO standard from ISO 9002/1994 to Standard ISO 9001/2000 September 2003
* Achieve all the Routine surveillance visits from the certification body (Lloyed’s Register) Against ISO 9002/1994 from 2002 till date

Conferences and Seminars attended:

* Attending International Practicum on Quality Improvement and accreditation, Joint Commission International (JCI), Abu Dhabi 2007
* Attending Daman Regional Health Care Conference 2008
* Attending The Second Arab Health Care Forum (Patient First)
* Attending EFQM Forum, Bilbao 2010
* Attending The 9th congress conference for Total Quality Management, Creating Sustainable Excellence, Abu Dhabi 2004
* Attending “ The International Conference on legal Vacuums in E-Commerce” in Ajman University of Science and Technology
* Attending “The First U.A.E. International School Health Conference” with the M.O.H. Abu Dhabi United Arab Emirates.
* Attending so many scientific lecturers for Al Salama Hospital resident doctors

**Other Skills & Trainings**

* **Lecture conducted:**
  + Health care Management in Daman Regional Health Care Conference 2008
  + Quality Management In Healthcare sector – Preventive Medicine Department Health Authority Abu Dhabi
  + Quality Management in Al Salama Hospital – High College of Technology “Women College” Abu Dhabi
  + Control of Infection and Personal Hygiene – Abu Dhabi Schools and Clubs
  + Quality Awareness to Al Salam Hospital Staff
  + Excellence Awareness sessions (more than 60 sessions) to Abu Dhabi Municipality employees
* Lectures: attending and arrangement so many lecturers in Al Salama Hospital for visiting doctors, resident doctors and for pharmaceutical company
* Computer: Very good, Windows Me, all Microsoft office, Excellent in adobe Photoshop and illustrator and all multimedia and web site designer
* High Qualified training for products knowledge (Cosmetics products of ROC) and selling skills Dubai, UAE.
* Basic selling skills Cairo, Egypt.
* Products knowledge training for Cardiovascular, Antibiotics, Gastro-Intestinal, Dermatology ophthalmic and Vitamins – Cairo, Egypt.

**Computer skills**

* MS Office: Excel, Word, PowerPoint
* Adobe Acrobat
* Adobe Photoshop
* Adobe illustrator

**Language:**

* **Arabic**: Native
* **English**: Excellent