

**C.V**  
**ABDALLAH H. SAMARA**  
**AN-NAjah National University**

**Personal data:**

Full name: Abdallah Helmi samara

Date of Birth: Feb, 01, 1956

Nationality: Palestinian

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**Education:**

1986 M.B.A Marketing University of Jordan, Amman, Jordan

1979 B. A Management / public Adm. University of Jordan, Amman, Jordan

**Trainer Qualifications:**

Trainer certificate, best practice training (5 modules), Tamkeem, 2004
Trainer certificate, Tot, un-habitat, 2005
trainer certificate, USAID, Illinois, U.S.A, 1991

**Experience Record:**

2003-2006	Chairman of marketing department	An-Najah National University	Nablus Palestine
1994-present	Fulltime instructor and Trainer	An-Najah National University	Nablus Palestine
2003-present	Municipal management Expert, ,	Universal Group for Engineering and consulting	Nablus Palestine
1996-1999	Part-time lecturer	Al-Quds open University,	Nablus Palestine
1995-1998	Trainer,	Bisan Center	Nablus

			Palestine
1980-1994	Lecturer and Trainer	University of Jordan	Amman Jordan
1979-1980	Employee Bank		Amman Jordan

### **Consultant Record:**

1998	Diagnostic study Municipality of Jennie	Word bank
1999	“ “ “ “ Tulkarem	World bank
2005-2006	City development strategy: municipal development, ‘Ramallah, Al – Beireh, and Betunia.	GTZ

### **Publications:**

1988	Purchasing & inventory management	Dar- All- Furkan Amman, Jordan
1992	Sale management	Al- Quds open University Palestine
1995	Distribution management,	Dar- Waell, Amman Jordan
2001	Purchasing and inventory management	An- Najah National University, Nablus, Palestine
2005	Introduction To marketing,	An- Najah National University, Nablus, Palestine
2006	Marketing Communications,	Al- Quds open University, Palestine (In the process)

### **Conferences and workshops:**

March, 2006	The Palestinian conference for development and reconstruction in the west Band, An- Najah National University, Nablus. During this conference I presented a paper titled: Adoption of strategic Thinking In the Palestinian firms
July, 2005	The first Palestinian Industrial Conference, RamAllah,

	Palestine, (Participant)
June, 2005	The Transparency Conference: Local Government Bodies, RamAllah, Palestine, (Participant)
July, 2005	Work shop: Strategic plan for Nablus city, An- Najah National University, (Active participant)
May, 2005	The Higher Education Conference, An- Najah National University, Nablus, Palestine (participant)
Feb, 2006	Work shop: SWOT analysis for Three municipalities: Ram Allah, Al- Beireh, and Betunia, RamAllah, Palestine

### **Interesting Areas:**

According to my experience I could say that I've the ability to contribute in the following:

Local Development and capacity Building, strategic planning, Needs assessment, Designing Training programs, and Delivering Training programs
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### **Teaching Courses:**

During my academic career I taught and still teaching several courses such as:

Operation Research Strategic planning Financial management Financial analysis Marketing management Strategic marketing Introduction To marketing International Business Customer services management . Personal Selling . Human resources management . Communication skills
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### **Committees membership:**

Daring the period of 1994-2006, I was and still a membership of

several Committees formed by An- Najah National University, such as:

strategic plan committee for An- Najah National University  
Social- survey Committee An- Najah National University  
Conference for development and reconstruction committee  
Self- Evaluation Document Committee, Faculty of Economic and administrative Sciences  
Curricula plans Committee, Faculty of Economic and Administrative sciences  
Strategic studies Center Proposal committee.

### **Training programs:**

Since 1983 I have designed and trained several training programs neither in Jordan nor in Palestine. The following are a sample of those programs:

Personal selling skills (45hrs), Common training program, Center for continuous Learning, University of Jordan, Amman, Jordan.  
Decision- Making skills (30 hrs), Common training program, center for continuous Learning, University of Jordan, Amman, Jordan  
Marketing skill(30hrs), Housing bank employees, Housing bank, Amman, Jordan  
Purchasing and Inventory skill (45hrs), private Sector employees, center for continuous learning, University of Jordan, Amman, Jordan  
Future manager (45hrs), Private Sector employees, Center for continuous Learning, University of Jordan, Amman, Jordan  
Strategic planning skill (40hrs), An- Najah National University top management, Arab student's foundation, Palestine.  
Public Administration skill (30 hrs), ministry of Local Government employees, Center for continuous Learning, An- Najah National University, Nablus, Palestine  
Strategic planning skills (30 hrs), Local Government Units employees, Universal Group for Engineering and consulting, Nablus, Palestine  
Managing Small Business projects (50hrs), Bisan Center, Nablus, Palestine.  
. Time management skill (30hrs), legislation Council employees, Ram Allah, Palestine.  
. Team Building and management skills (20hrs), Legislation council employees, Ram Allah, Palestine.  
. Marketing skill (20hrs), Bisan center, Nablus, Sal feet, Tulkarem, Jenin, Palestine.

- . Capacity Building program (45hrs), Local Government Units employees,
- . Communication skill (30hrs), Palestinian Tel- Communication Company employees, Nablus, Ram Allah, Palestine.
- . Advanced management skill (40hrs), Arab- Insurance Company employees, Nablus, Palestine.
- . Capacity Building (60hrs), Youth Centers in Refugee Camps, Funded by Save the children, Nablus, Palestine
- . Capacity Building (30hrs), Craftsman and small Developers, Funded by UNRWA, Nablus, Palestine.
- . Advanced Secretary Program (300hrs), Special Groups from Refugee Camps, Funded by Ebert stiffing, Nablus, Palestine.
- . Capacity Building (30hrs), Jenin municipality employees Jenin, Palestine, (Funded by world bank)
- . Project management (60hrs), Directors of the ministry Health, Nablus, Palestine.
- 21. Marketing olive oil (10hrs), Bisan center, Nablus.

**Note:**

I certify that these data correctly describe me, my qualifications, and my experience.

Sincerely Yours truly,

Abdullah Samara