

Biography



Ziad Abbasi is an export management specialist, consultant and trainer, with an MBA in International Trade. He has managed many projects to enhance the productivity of Jordan, and has opened new, non-traditional markets and enhanced after-sales services.

Ziad has also increased sales to non-traditional markets and enhanced the image of Jordanian products and services by participating professionally at international, specialized trade fairs.

Furthermore, he has conducted market researches in several marketplaces, and embarked on several study tours, outward buyer missions and export research missions, including export strategy projects.

Ziad has also delivered several training courses in different countries, and participated at international conferences.

Education

- Bachelors of Science in Civil Engineering / Project Management
- Master's Degree in International Trade and marketing
- ACT Certified Trainer

Work Experience

- Consultant, USAID Jordan.
- Assistant Managing Director, TRAVCO PLC.
- Marketing Manager, EJADA EU Program
- Export Sales Manager, Jordanian Industrial Firm
- Independent Consultant and Trainer

Areas of Expertise

- Marketing and Market Research
- Local Economic Development
- Reinforcement SMEs firms
- Selling Techniques
- Public Relations
- Media Planning
- Strategic Planning
- Export and International Marketing
- Communication Skills
- Meeting Management
- Leadership and Supervision
- Creative Problem Solving
- Customer Care
- Time Management
- Public Presentation Skills
- Train the Trainer (TOT)
- Team Building
- Coaching, Training and Consulting