



CURRICULUM VITAE

NADIA GOBRAN GUINDI

Consultant & Project Manager

Gulf Lead Consultants
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OBJECTIVE

- An Industrial Engineer, graduated with Highest Honors (GPA 3.74) from the American University in Cairo (1987) seeking a challenging position.
Main areas of interest include, inter alai: Business Development & Public Relations, Management, Training, Cost Analysis and Control and Statistical analysis focusing on the design, improvement and installation of integrated systems of people, materials, information, equipment, and energy, aiming at Quality Improvement, Cost Control, and Logistic Management and at enhancing Productivity. Also interested in Environmental Assessment and in the field of Workplace Health & Safety. A hard, honest and dependable worker. An effective communicator, a team player with leadership capabilities. Fluent in Arabic, English and French.

PROFESSIONAL EXPERIENCE

- **Gulf Lead Consultants, Industrial & Management Co.**
Consultant & Project Manager
January 2009 to date
 - Provide Consultation and Training services in areas of expertise.
 - Supervise active projects for effectiveness, efficiency, and quality.
 - Assist MD in Business Development.
 - Assist MD in products/services development.
- **Specialized Industrial & Management Systems Company (SIMS)**
Consultant & Project Manager
January 2008 – December 2008
 - Providing Consultation Services to clients in Quality Management, Environmental Management, HR, Business Process Reengineering & Cost Control, Feasibility Studies.
 - Business Development for SIMS Consulting Unit.

- Management of Training Unit (Design of Training Programs as per clients request, follow-up of Training Coordinators work, Business Development for Training Unit)
 - Management of Market Research Unit (Mystery Shopping Projects, New Product launch statistics etc...).
- **Abdulaziz Al-Ali Al-Mutawa Group of Companies**
May 2006 – January 2008
 - **National Agencies Group (one of Abdulaziz Al-Ali Al-Mutawa Group of Companies)**
KIA Motors Marketing Manager
February 2007 - January 2008
 - Manage all marketing & event preparation activities (Ex. Model launches, New Marketing Campaigns launches, Mall Displays etc..) for KIA Motors Kuwait.
 - Follow-up of media campaigns & studying ideas to promote sales against competition.
 - Follow-up Sales Team performance, build up sales statistics & analyze them.
 - Correspondence with KIA Regional Office in Dubai to report sales, discuss competition & others.

Some events prepared & organized:

- Sponsorship of KIA to the Hala February Festival 2007. Events prepared: **Hala Opening Ceremony**, Supervision of TV Show recording "**Irbah Maa Febrayer**" (Win with February) at KIA Showroom, **Cars Delivery Ceremony** at KIA Showroom where cars (grand prizes of the Hala draw) were delivered to winners in a large event covered by the press & in the presence of key guests from KIA MOTORS Corporation.
 - **Tenth Anniversary of National Agencies Group & KIA Motors Corporation + Launch of Opirus Free Fuel Campaign.**
 - **Opening Ceremony of Volvo Commercial Vehicles Center.**
 - **Kuwait Motor Show 2007**, Mishref Fair Grounds
- **Al-Qurain Automotive Trading Co. (one of Abdulaziz Al-Ali Al-Mutawa Group of Companies)**
Internal System Auditor
May 2006 to end of Jan 2007
 - Design & Optimize procedures & Processes, involved in all aspects of the Business (Human Resources, Purchasing, Sales & After Sale Service, etc...)

Deliverables:

- Complete analysis of Company activities & work procedures in order to target problems & work on improving efficiency & increasing productivity & quality of service.
- Designed, distributed & analyzed an "Employee Satisfaction Survey" for 250 employees.
- Designed & implemented procedure to centralize Purchasing activities. Goal was to achieve cost control & better service to the different company departments.
- Designed HR procedures such as Recruitment Procedure & also wrote job descriptions tailored to Company available jobs.
- Analyzing & improving vehicle handling & delivery procedures to & out of storage. Responsible for Cost Estimation of outsourcing the whole Logistics operation of car import & storage & compare it with costs incurred when Logistics are handled internally.



- **Kuwait University**
Scientific Assistant, Department of Industrial & Management Systems Engineering
February 1996 – April 2006
 - Teaching assistant, explain material to students, conduct tutorials & follow-up assigned labs. Mainly involved in teaching Management, Probability and Statistics, Cost Analysis courses.

October 1992 – February 1996

 - Teaching assistant, explain material to students, conduct tutorials & follow-up assigned labs. Mainly involved in teaching Management, Probability and Statistics, Cost Analysis courses.

- **Egyptian Development and Engineering Co.**
Working Partner & Managing Director
December 1988 – November 1991
 - Company was involved in import, sales and maintenance of banknote counting machines and a large range of other banking equipment. My duties were internal management of the office, follow up of maintenance & sales teams, follow-up of orders with factory until delivery to customer etc.

- **Carrier Air Conditioning Egypt**
Assistant Logistics and Sales Manager
December 1987 – November 1988
 - Assisting Sales Manager in preparing bids, load estimation of air- conditioning systems, follow-up order from issue time until it is submitted to customer (Logistics).

- **Desert Development Center (American University in Cairo)**
March 1987 – November 1987
 - Research Assistant in Renewable Energy, including experimentation and computer monitoring of sites.

- **Alcon Engineering (Denmark)**
Summer Training 1986
 - Design, Manufacture & Erection of Overhead Conveyor Systems.

ADVISORY & CONSULTATION EXPERIENCE:

- **Team Member in consultation for “Project Management to Develop and Implement a Marketing and Business Strategy”.** Kuwait Ports Authority (KPA), Office of Consultation & Career Development, College of Engineering & Petroleum, Kuwait University. March 03 – June 04

- **Marketing Strategy,** KIA Motors, Kuwait (National Agencies Group)- Feb 07-Dec07

- **Implementing ISO 9001 & OSHAS 18001,** Kuwait Reconstruction House (KRH), March – November 2008



- **Implementing ISO 9001**, Majdi Spices, Kuwait. April – December 2008.
- **Feasibility Study – Oil Field Chemicals Production Plant** – Weatherford Kuwait for Petroleum Services, May – July 2008
- **Market Research/Market Intelligence Study** – Introduction of a new clothing (Lingerie) brand – Al-Shaya Group - Study involved survey development and statistical data analysis. Scope: Kuwait, Dubai & Saudi Arabia. June 2008.

EDUCATION

- Graduate of **Industrial Engineering** from the American University in Cairo, with Highest Honors, February 1987.

TRAINING

- **“The Seven Habits of Highly Effective People”**, Kuwait Foundation for the Advancement of Science, September 16 – 20, 2006.
- **“Promoting Active Learning in the University Classroom”**, Center of Teaching Excellence, Kuwait University, May 4, 2005.
- **Courses taken in the Field of Environmental Science** (Kuwait University, as part of a Masters Degree Program)
 1. Environmental Impact Assessment
 2. Foundations of Environmental Sciences
 3. Environment and Sustained Development

COMPUTER KNOWLEDGE

- **Very good command of MS Office and Internet Browsing.**

LANGUAGE

- **Arabic: Native tongue, English & French**
(Talk, Read & Write fluently the above 3 languages)

PERSONAL DATA

Gender : Female
Date of Birth : October 23rd, 1963
Nationality : American/Egyptian
Social Status : Married with two children

*References available upon request