Mahmoud Hesham

People Development & Culture Senior Supervisor

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📇 Professional Summary

Passionate Learning and Development (L&D) professional with over 4 years of hands-on experience in Corporate Training and development. Adept at crafting engaging and impactful learning experiences across diverse domains, including E-learning development, Instructional design, and more. Proven expertise in utilizing cutting-edge technologies to elevate the learning journey. Committed to driving organizational success through a dual focus on learner enrichment and strategic business contributions. Skilled in fostering a culture of continuous learning and development. An AI and technology enthusiast dedicated to integrating innovation into the learning landscape. Known for proficiency in Instructional Design, E-Learning, problem-solving, and curriculum development. Ready to bring a blend of creativity and analytical thinking to contribute to your organization's growth.

💼 Professional Experience

People Development & Culture Senior Supervisor   Jan 2023 – present | Cairo, Egypt

El-Ezaby Pharmacy (Ez International)

Current responsibilities include but are not limited to:

- Leading employee development initiatives and activities with a focus on engagement and growth.
- Conduct and analyze employee engagement surveys to gauge organizational climate.
- Active involvement in Assessment Centers including Developing competence-based case studies and interviews, for employee promotions, contributing to fair and effective selection processes to identify and nurture talent followed by detailed feedback and action plans when needed.
- Collaborate with People Development Senior Manager in strategic planning for Frontline and Managerial staff developmental initiatives.
- Design and implement Excel Exams for promotions to various employee levels, ensuring a standardized evaluation process.
- Facilitate diverse developmental programs such as Customer-Focused Selling Skills (CFSS), Customer Experience (CX), and Winning Communication Secrets for employees at different organizational levels.
- Lead the production of online courses, from shooting to editing, providing accessible and engaging learning content.
- Spearhead the gamification of the learning experience, applying gamification theories and utilizing tools such as Articulate Storyline to inject elements of fun and engagement into training, enhancing engagement and knowledge retention.
- Drive internal marketing campaigns to promote Learning initiatives, ensuring widespread awareness and participation.

People Development Supervisor   Mar 2022 – Jan 2023 | Cairo, Egypt
El-Ezaby Pharmacy (Ez International)

My responsibilities were:
- Planned, managed, and executed comprehensive training programs for all employee levels, encompassing onboarding, sales, communication, soft skills, and customer-focused training.
- Conducted thorough training needs analyses, identifying skills and knowledge gaps, and developed targeted programs to address those gaps.
- Designed, developed, and delivered customized training programs for frontline staff, integrating interactive and engaging activities aligned with corporate objectives.
- Created training materials, including facilitator and participant guides, to ensure streamlined learning experiences with minimal cognitive load.
- Developed marketing and promotional materials (posters, emails) to promote training programs and encourage employee participation.
- Cultivated a continuous learning and development culture, fostering a safe environment where employees are motivated to learn, grow, and access necessary resources.
- Led new projects, including the Pre-Hiring Project, utilizing the ADDIE Model for effective planning, development, implementation, and evaluation of training programs.

Consultation & Information Support Supervisor   Mar 2020 – Mar 2022 | Cairo, Egypt
El-Ezaby Pharmacy (Ez International)

My responsibilities were:
- Contributed to Learn & Earn campaigns, actively involved in both design and analysis phases.
- Conducted technical training for frontline employees across branches and call centers.
- Participated in the training program for the consultation team, ensuring comprehensive skill development.
- Designed various learning materials, including flashcards, manuals, and pop notes.
- Orchestrated the creation of the weekly scientific newsletter, disseminating valuable information.
- Provided timely responses to frontline scientific queries, fostering a culture of continuous learning.
- Supported the Preferred list with essential product knowledge and selling points materials.
- Ensured proper human development practices for a healthy organizational environment.
- Participate in the internal Marketing Campaigns
- Participated in the digitalization Project by Develop and Record Technical Courses, leveraging technology for scalable and efficient learning.
- Participated in the Purchase Committee to provide the scientific opinion, contributing to strategic decision-making.

Call Center Pharmacist   Jul 2019 – Feb 2020 | Cairo, Egypt
El-Ezaby Pharmacy (Ez International)

My responsibilities were:
- Delivered medical consultations by responding to customer inquiries in a clear and concise scientific manner.
- Provided appropriate medical advice, enhancing the overall customer experience.
- Managed customer orders, coordinating with branches for timely delivery.

📁 Projects

Pre-Hiring Project: On-the-Job Training Initiative
El-Ezaby Pharmacy

Initiative Need:

Address onboarding challenges related to seamless integration, competence building time, and high turnover costs in the pharmaceutical industry.

My Role:

- Led, planned, and executed the project, designing program curriculum and materials.
- Utilized various E-Learning tools, including interactive workbooks and learning modules.
- Implemented daily Tasks and weekly evaluative exams for better knowledge retention.
- Introduced gamified learning experience including: interactive classes, games, competitions, leaderboard and shadowing activities.

Success:

- Improved trainees' performance and speed by almost 43% in daily tasks.
- Noted a 59% improvement in hiring assessment scores.

Learn & Earn Campaigns
El-Ezaby Pharmacy

Case:

Introduced awareness campaigns and sales driver learning materials for lazy products or new product launches in our branches.

My Role:

- Designed and develop sales driver awareness materials.
- Analyzed and visualized final Competition reports.

Results:

- Achieved a remarkable increase in product sales, ranging from 55% to 300%.

Marketing of the New Field Trainers Project
El-Ezaby Pharmacy

Case:

Introduced a new Project "Field Trainers," which tasked with providing rapid on-the-job training support to the front line.

My Role:

- Developed suitable marketing strategy.
- Designed the first internal interactive, animated email marketing campaign.

Results:

- Successfully raised awareness about the new Project and team members in targeted branches within one week.

🎓 Education

Bachelor's Degree in Pharmaceutical Sciences
Sep 2014 – May 2019 | Cairo, Egypt
Ain Shams University
Graduated with honors (Very Good)

Authoring Tools

- Articulate Storyline
- Audacity
- GIMP
- Create Studio
- Camtasia
- OpenShot
- Adobe Photoshop
- Powerpoint
- OBS Studio
- Kdenlive
- Adobe InDesign
- Adobe Illustrator

Professional Skills

- Business Acumen
- Problem Solving
- Professional Communication
- Project Management
- Fast Learner
- Leadership
- Time Management
- Emotional intelligence
- Six Sigma

Technical Skills

Marketing   Assessment   Data Analysis   Excel

Instructional Design   Content Development   Learning Evaluation

E-Learning Development   Articulate Storyline   Course Design

Video Editing   Gamification   Educational Technologies

Game Design   Game-based Learning   Learning Experience Design

Graphic Design   UX-UI   HTML   CSS   JavaScript   React

Scratch   Prompt Engineering   Digital Transformation

Scenario-based Learning   Curriculum Development

Professional Certificates & Courses

Instructional Design Foundations and Applications
University of Illinois Urbana-Champaign

Instructional Design
MaharaTech – ITI Mooca

Instructional Methods in Health Professions Education
University of Michigan

The Art of Storytelling
Alfaisal University

Articulate Storyline 3
MaharaTech – ITI Mooca

AI For Everyone
DeepLearning.AI

Prompt Engineering
Vanderbilt University

Introduction to EdTech
EDHEC Business School

Learning Technologies Foundations and Applications
University of Illinois Urbana-Champaign

E-Learning Ecologies: Innovative Approaches to Teaching and Learning for the Digital Age
University of Illinois Urbana-Champaign

E-Learning Fundamentals
MaharaTech – ITI Mooca

How to Create Video for Online Courses
The University of Edinburgh

How to Create an Online Course
University of Edinburgh

Powerful Tools for Teaching and Learning: Digital Storytelling
University of Houston

Training and Learning Online
University of Leeds

Educational technology models and applications
Edraak

Gamification in E-Learning
MaharaTech – ITI Mooca

Gamification
The Wharton School

Serious Gaming
Erasmus University Rotterdam

Gamification
Edraak

Game Design
Edraak

Training of Trainers TOT
International Board of Certified Trainers (IBCT)

Presentation Skills
The TRA Virtual Academy

Mindshift: Break Through Obstacles to Learning and Discover Your Hidden Potential
McMaster University

Learning How to Learn: Powerful Mental Tools to Help You Master Subjects
McMaster University

Graphic Design Specialization - Fundamentals of Graphic Design
California Institute of the Arts

Graphic Design Specialization - Introduction to Typography
California Institute of the Arts

Graphic Design Specialization - Ideas from the History of Graphic Design
California Institute of the Arts

Graphic Design Specialization - Introduction to Image Making
California Institute of the Arts

UI/UX Design Specialization - Visual Elements of User Interface Design
California Institute of the Arts

Google UX Design Professional Certificate - Foundations of User Experience (UX) Design
Google Career Certificates

Google Data Analytics Professional Certificate - Foundations: Data, Data, Everywhere
Google Career Certificates

Successful Negotiation: Essential Strategies and Skills
University of Michigan

Lean Six Sigma White Belt Certification
The Council for Six Sigma Certification (CSSC)

Fundamentals of Digital Marketing
Grow with Google

Digital Marketing Specialization - Marketing in a Digital World
University of Illinois Urbana-Champaign

Digital Marketing Specialization - Digital Marketing Analytics in Theory
University of Illinois Urbana-Champaign

Digital Marketing Specialization - The Digital Marketing Revolution
University of Illinois Urbana-Champaign

Digital Marketing Specialization - Digital Media and Marketing Strategies
University of Illinois Urbana-Champaign

Digital Marketing Strategy and Planning Specialization - Digital Strategy and Business Opportunity
Digital Marketing Institute

Digital Marketing Strategy and Planning Specialization - Digital Channel Planning and Strategy
Digital Marketing Institute

Digital Marketing Strategy and Planning Specialization - Digital Leadership and Strategy Execution
Digital Marketing Institute

E-Marketing Specialization - Identifying, Attracting, and Growing Your Digital Audience
University of California, Irvine - The Paul Merage School of Business

E-Marketing Specialization - Strategies for Converting and Retaining Customers Online
University of California, Irvine - The Paul Merage School of Business

E-Marketing Specialization - Mobile Marketing, Optimization Tactics, and Analytics
University of California, Irvine - The Paul Merage School of Business

Viral Marketing and How to Craft Contagious Content
The Wharton School

The Strategy of Content Marketing
UC Davis Continuing and Professional Education

An Introduction to Consumer Neuroscience & Neuromarketing
Copenhagen Business School

The Neuromarketing Toolbox
Copenhagen Business School

Business Foundations Specialization - Introduction to Marketing
Wharton Online

Search Engine Optimization (SEO) Specialization - Introduction to Google SEO
UC Davis Continuing and Professional Education

Basics of Pricing
Udemy

SWOT Analysis
Udemy

Principles of Marketing
Spark - Ain Shams University

The Art of Sales: Mastering the Selling Process Specialization - Customer Segmentation & Prospecting
Northwestern University - Kellogg School of Management

OTC Drugs & Soft Skills
Pfizer Egypt - AUC