







Mahmoud Hesham

People Development & Culture Senior Supervisor

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Professional Summary

- Certified Talent Assessor, Instructional Designer, Trainer, BI analyst & Prompt Engineer.
- Passionate about integrating AI and technology into learning.
- Over 5 years of experience in Corporate Learning and Development.
- Expertise in E-learning solutions, Course development and Instructional Design.
- Skilled in conducting Assessment Centers and Competency-Based Interviews (CBI).
- Fostering a continuous learning culture by adding the fun element using Gamification strategies.
- Creative & analytical thinker along with business acumen ready to contribute to organizational growth.

Professional Experience

El-Ezaby Pharmacy (Ez International)

People Development & Culture Senior Supervisor

01/2023 – present

- 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 & competence-based interviews followed by feedback.
- Collaborate with People Development Senior Manager in strategic planning for the department.
- Design & implementation of Excel, Aptitude & Psychometric Exams for promotions.
- Facilitate diverse developmental programs such as: Selling Skills, Customer Experience, Retail management, Art of Giving Feedback & Communication Skills for employees at different levels.
- Lead the production of online courses, providing engaging learning content.
- Spearhead the gamification of the learning experience, utilizing tools such as Articulate Storyline.
- Drive internal marketing campaigns to promote Learning initiatives.

People Development Supervisor

03/2022 – 01/2023

- Planned, and executed comprehensive training programs for all employee levels, encompassing onboarding, sales, & soft skills.
- Conducted 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.
- Created different training materials, including facilitator and participant guides...etc.
- Developed marketing and promotional materials (posters, emails) to promote training programs.
- Cultivated a continuous learning and development culture, fostering a safe learning environment.
- Led new projects, including The Pre-Hiring Project.

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.
- 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

07/2019 – 02/2020

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%.

Education

Bachelor's Degree in Pharmaceutical Sciences,
Ain Shams University
Graduated with honors (Very Good)

09/2014 – 05/2019 | Cairo, Egypt

Authoring Tools

- Articulate Storyline
- Audacity
- Camtasia
- OBS Studio
- Kdenlive
- GIMP
- Adobe InDesign
- OpenShot
- Powerpoint
- Excel
- PowerBI
- Create Studio

Professional Skills

- Business Acumen
- Project Management
- Time Management
- Problem Solving
- Fast Learner
- Leadership
- Professional Communication
- Emotional intelligence
- Analytical Thinking

Technical Skills

Instructional Design

Content Development

Learning Evaluation

E-Learning Development

Articulate Storyline

Course Design

Course Design

Course Design

Educational Technologies

Game Design

Game Design

Learning Experience Design

Assessment

Assessment Center

CBI

Data Analysis

Excel

PowerBI

Python

HTML

CSS

JavaScript

React

Scratch

UX-UI

Prompt Engineering

Digital Transformation

EdTech

AI

Scenario-based Learning

Curriculum Development

Marketing

Graphic Design

Talent Management

Coding

Professional Certificates & Courses

Instructional Design Foundations and Applications —University of Illinois

Instructional Design —ITI

Instructional Methods in Health Professions Education —University of Michigan

Articulate Storyline 3 —ITI

Assessment for Learning —University of Illinois

The Art of Storytelling —Alfaisal University

Introduction to EdTech —EDHEC Business School

Learning Technologies Foundations and Applications —University of Illinois

E-Learning: Innovative Approaches for the Digital Age —University of Illinois

E-Learning Fundamentals —ITI

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: principles, strategies, applications Specialization —EDRAAK

Gamification in E-Learning —ITI

Gamification —The Wharton School

Serious Gaming —Erasmus University Rotterdam

Gamification —EDRAAK

Game Design —EDRAAK

Gamification Learning with Genially —Coursera

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

Presentation Skills —The TRA Virtual Academy

Excel & PowerBI Professional Certificate —CLS

Data analysis with Python Professional Certificate —CLS

Professional Talent Assessor —BLOOM

Talent Management Skills —Alfaisal University

Learning and Development —hrci

Talent Acquisition —hrci

Inspiring and Motivating Individuals —University of Michigan

Prompt Engineering Specialization —Vanderbilt University

Innovative Teaching with ChatGPT —Vanderbilt University

ChatGPT Advanced Data Analysis —Vanderbilt University

Generative AI in Education —University of Glasgow