



M. Ashour Merei

Residence permit: Germany


Work permit: German


Date of birth: 01/01/1997

Place of birth: Cairo, Egypt

Nationality: Egyptian

CONTACT


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ABOUT ME

I'm Ashour Learning and Development & Sales Enablement Specialist delivering onboarding, product/process training and coaching for performance. 5,000+ training hours with measurable impact (e.g., reduced onboarding time up to 50%). Excellent leadership development and career succession training planer. I also build dashboards in Excel, Power BI, and Google Lookers Studio to track readiness and results of HR functions such as Training.

WORK EXPERIENCE

● **Property Shop Investment ADGM** Abu Dhabi, United Arab Emirates

Senior Learning and Development Specialist

08/2024 – 09/2025

1. Led end-to-end L&D for sales agents, team leaders and support functions: onboarding, enablement, and performance improvement programs aligned to business priorities.
2. Conducted Training Needs Analysis (TNA) and closed performance gaps with targeted interventions; drove **+15% sales productivity** for a European-market-focused team.
3. Built and delivered a leadership development track for newly promoted team leaders/managers (communication, people management, decision-making).
4. Designed scenario-based workshops (e.g., resale/client handling) to improve application on the job and consistency of sales behaviors.
5. Implemented evaluation and continuous improvement (Kirkpatrick-style approach) and partnered with senior stakeholders on program adjustments.
6. Built training dashboards in **Excel/Power BI** to track participation, readiness and effectiveness; coached junior trainers to strengthen internal delivery capability.

● **Justlife DMCC** Dubai, United Arab Emirates

Learning And Development Specialist

04/11/2021 – 01/08/2024

1. Spearheaded scalable onboarding for service providers and operational staff; **reduced onboarding time by 50%** and improved new-hire readiness.
2. Developed standardized training solutions to support rapid growth and multi-market expansion (KSA, Oman, Qatar), ensuring consistent operational execution.
3. Partnered with HR, Operations and Marketing to align L&D rollouts with new processes, SOPs and service standards.
4. Designed and ran vendor training/certification programs to ensure third-party compliance with quality and brand guidelines.
5. Used data to identify learning gaps and track impact; contributed to **+20% improvement in service delivery KPIs** through targeted interventions.
6. Produced digital + in-person learning materials for hybrid delivery and coached operational leaders to sustain performance improvements across both customer service teams and in-house tech teams and different functions.
7. Built, Maintained, and Periodically improved Knowledgebase of customer service team.

● **Teleperformance Egypt** Cairo, Egypt

Training Lead

11/11/2020 – 10/10/2021

1. Led the training activities of +1000 employees across 4 projects with a team of 10 trainers.
2. Mentored Train-the-Trainer (TTT) and issued certifications for new trainers; improved trainer effectiveness by **20%**.

3. Conducted group/individual TNA and built gap-closure plans (product/process + soft skills) for operational performance.
4. Supported new project launches with readiness training to meet SLA and operational ramp-up requirements.
5. Maintained training records and action plans; ensured training governance and follow-through with stakeholders.

● **Teleperformance Egypt** Cairo, Egypt

Corporate Trainer

10/11/2017 – 11/10/2020

1. Delivered **4,000+ hours** of instructor-led training and coaching (online + classroom) across technical and soft-skill curricula.
2. Facilitated training for **300+ employees**, supporting performance improvement and **+25% retention** across multiple initiatives.
3. Designed coaching plans to close performance gaps and improve productivity/quality metrics.
4. Supported program rollout and quality calibration with operations to ensure transfer to the floor.

● **Teleperformance Egypt** Cairo, Egypt

Customer service representative

01/10/2016 – 09/11/2017

1. Managed customer cases for travel services: bookings/changes/cancellations; resolved complaints with airlines/hotels.
2. Handled escalations and complex cases; acted as floor support/SME when needed.
3. Supported new hires through knowledge sharing and on-the-job guidance.

● **InterContinental Hotels Group (IHG®)** Cairo, Egypt

Casino Dealer & receptionist

03/01/2015 – 08/09/2015

1. Dealt table games including **Roulette, Blackjack and Caribbean Stud Poker (players vs house)**, ensuring correct game procedures and payout accuracy.
2. Managed customer interactions in a fast-paced setting, maintaining professionalism, service quality and conflict de-escalation when needed.
3. Followed operational controls for cash/chips handling and table reporting, supporting compliance and risk reduction.
4. Delivered outstanding hospitality service to guests.
5. Excellent, fast, and super accurate mathematical skills for Roulette and Blackjack operations.

EDUCATION AND TRAINING

11/09/2016 – 10/01/2020 Giza, Egypt

● **Bachelor's Degree in Law** Cairo University

Website <https://cu.edu.eg/Home>

21/11/2018 – 30/11/2018 Paris, France

● **Globally Certified Trainer - Class A** Teleperformance Group

Address Rue Sarah Bernhardt 12/14/16 , Asnières-sur-Seine, 92600 , Paris, France | Website [Teleperformance.com](https://www.teleperformance.com)

15/12/2019 – 30/12/2019 New Cairo, Egypt

● **Certified Training Lead** Teleperformance

Address Teleperformance Plaza, Fifth Settlement, New Cairo , 12345, New Cairo, Egypt | Website [Teleperformance.com](https://www.teleperformance.com)

08/2024 – 12/2024 Coursera

● **Leading People and Teams Certification** University of Michigan - Ross School of Business

01/02/2025 – 28/02/2025 Coursera

● **Social Psychology Certification** Wesleyan University

LANGUAGE SKILLS

MOTHER TONGUE(S): Arabic

Other language(s):

English

Listening C2

Spoken production C1

Reading C2

Spoken interaction C2

Writing C1

German

Listening B1

Spoken production B1

Reading B1

Spoken interaction B1

Writing B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Leadership | Communication | Coaching | Training | Performance Management | Six Sigma | COPC | BI Analysis | Technology | Large Scale Operations | Start Ups | eLearning Designer | Instructional Designer | Adobe Photoshop / Adobe Lightroom / Articulate Storyline360 / Microsoft Office / Intuit QuickBooks | Learning & Development | Hiring and Onboarding | sales enablement | sales strategies | Training Need Analysis | facilitation techniques | Train The Trainer (TTT) | curriculum objectives | Learning Content Creation | Competency Frameworks | Stakeholder Management | Training evaluation | Kirkpatrick | Learning Analytics | KPI tracking | Custom dashboards | perform data analysis | LMS Administration | Online Learning Management System (LMS) | Cornerstone OnDemand | LMS Moodle | LMS Sabacloud | LMS Lighthouse | learning management systems | Einarbeitung | Personalentwicklung | Schulung | Trainings konzeption