




**Ashour Merei**

**Residence permit:** Germany


**Work permit:** German

## Contact

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 [Ashour Merei](#)

## ABOUT MYSELF

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 **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 & 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** C1

**Reading** C1

**Writing** C1

**Spoken production** C1

**Spoken interaction** C1

**German**

**Listening** A2

**Reading** A2

**Writing** A2

**Spoken production** A2

**Spoken interaction** A2

## 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