

## CURRICULUM VITA



### Personal Information

**Name:** Khalid Mohammad Saleh Omar  
**Nationality:** Palestinian  
**Social Status:** Married  
**Residence:** In Palestine  
**Phone No. :** 0569049941  
**E-mail :** khalid70\_60@yahoo.com

### Qualifications

- 1- Bachelor in Business Administration.- Birzeit University.(Palestine)1980-1985.
- 2-MPA in Marketing - Arab Academy for Banking & Financial Sciences(Amman-Jordan) ,2005-2007 .
- 3- PHD(Excellent Grade) - Amman Arab Univ.(2008-2012)
- 4- Training courses:
  - a- improving skills of sales people 11-16 Jan.1992)
  - b- competitive marketing(29 Feb.- 4March 1992)
  - c-Marketing management(24- 26 Dec. 1994)
  - d- ADSL: ( 3-24 Sep. 2005)

### **WORK EXPERIENCE**

- 1- Oct.1988-May 1996, as a sales&marketing manager of all 6 branches at National Bakeries(Saudi Arabia). Main sector was bakery, confectionary& corn flex . Reporting directly to the owner(GM). Responsible for planning, selecting& recruiting, managing, training, evaluating& improving performance of about 65 sales staff.  
 - Achievements: Establishing three new branches & Export activity  
 Increase reputation & brand building activities, improve marketing communication, Increase annual sales & reduce return . I left this company when its location shifted far from my residence.

**2-** May 96- April 97- as sales & marketing manager in HAK(Fadico).Main Sector was (juice, dairy, bakery, & ice cream) business. Reporting to a British GM & the president.

Responsible for planning, managing, training, evaluating & improving 55 sales & marketing staff in all branches.

Achievements: Completing market research along with an international company. Restructuring all the business in the firm. Increasing sales of ice cream sector. I left because of lowering all manager's contracts.

**3-** Aug.97- June 98, as sales MGR. in AL-Ajou group( Qaseem branch). Main Sector was office system. (Cannon, Ushida, Eky, Unises..etc.). Reporting to the regional mgr. Responsible for planning, managing, training, evaluating & improving performance of the sales staff. Achieving over target of the year. I left because they don't pay my bonus .

**4-** July 98- July 2003, as sales & marketing mgr. in AL- Salman bakery(Qaseem) . Reporting to the GM(Owner) . Main sector was bakery & confectionary. Responsible for sharing the vision, strategic planning, recruiting, managing, evaluating & improving performance of more than 70 staff. Achieve 10-15% of increase in annual sales & 10% decrease of return. Establishing tow more branches & more than 15 sales trucks. I left because I moved my family to Jordan.

**5-** Aug.2003- Sep.2012, I have my own Business & at the same time I was preparing for the PHD in Jordan .

**6-** Sep. 2012- July 2015, Teaching at Amman Arab University (Marketing courses - principles of marketing, Marketing Strategies, CRM Marketing, Electronic Marketing, Personal selling, Integrated Marketing Communications, Industrial marketing , Sales Management , Brand management and Marketing Management ).and supervising Master Degree Student at aau.University.. بعنوان " أثر إدارة علاقات العملاء في تحقيق رضاهم في شركات تمويل المشاريع الصغيرة في الأردن" للطالب جاسم أحمد غصاونة. آذار 2015م.

**7-** Sharing in many academic formats in business collage like ( the collage council , course program development , university promotion programs , students conflicts council , social relationship council , etc... )

**8-** August 2015- Now, a faculty member at PTUK- Palestine ,teaching all marketing courses, and some of management courses as well, a member of the technical team working with The (GIZ) program for supporting & developing Palestinian economy . I also work with a team that aims to market the university to the 48 local academic institutions.

**\*\*** All documents will be ready for submission any time you ask .

- Sharing in the preparation and design of the strategic plans for Tulkarm and Attil Municipality .

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**Khalid Moh'd Saleh Omar**

**7- Research published :**

**1- The Effect of Strategies For Reinforcing and Revitalizing Brands to Maintain Their Equity In The Banking and Hotel Sectors**

**2- The Impact of Service Recovery on Customer Loyalty in  
Tourism & Travel Sector**

**3- The impact of internal marketing on retaining employees at private hospitals in Amman, Jordan.**

4- أثر إدارة علاقات الزبائن في الاحتفاظ بالزبون في قطاع التأمين في الأردن.

5- بحث مرسل للنشر في مجلة جامعة فلسطين التقنية بعنوان " أثر إدارة علاقات الزبون في رضا الزبائن في الشركات الممولة للمشاريع الصغيرة.

**الملحق رقم (1)**

Name: خالد محمد صالح عمر Faculty: الاقتصاد  
وإدارة الأعمال Department: الإدارة الصناعية

**Journal and Conference Papers**

Year	#	Authors	Title	Journal	Vol.	No.	Publish Date	ISSN	Publish ed? Accepted? Submitted?
2013	1	د. خالد عمر أ. د. فؤاد الشيخ سالم	<b>1- The Effect of Strategies For Reinforcing and Revitalizing Brands to Maintain Their Equity In The Banking and Hotel Sectors</b>	مجلة التجارة والاقتصاد جامعة المنصورة			القاهرة 2012		Publish ed
	2	د. خالد عمر أ. د. فؤاد الشيخ سالم	<b>2- The Impact of Service Recovery on Customer Loyalty in Tourism &amp; Travel Sector منشور في ،</b>	مجلة التجارة والاقتصاد جامعة المنصورة			القاهرة 2013		Publish ed

2014									
2015	1	د.خالد عمر د.محمد ابو يمن	<b>4- The Impact of Internal Marketing on Retaining Employees at Private Hospitals in Amman- Jordan.</b>	IJMC			March 2015		Accepted
	2								
	3								
2016	1								
	2								
	3								
2017	1	د.خالد عمر د.أنور العزام	<b>3- The effect of CRM on customer retention in assurance sector in Jordan ( أثر إدارة علاقات الزبائن في الاحتفاظ بالزبون في قطاع التأمين في الأردن</b>	مجلة التجارة والاقتصاد في الجامعة المستنصر رية – بغداد			يناير 2017م		Publish ed
	2								
	3								

#### Attended Conferences:

#	Conference	Place	Conference Date	ISSN
1	<p><b>* Sharing a research paper at the fifth international conference economic&amp; business administration. 22-24 April,2015, at : Applied Science Private University, Amman-Jordan. Addressed by :'' The Effect of Strategies for Reinforcing &amp;Revitalizing Brands to Maintain Their Equity in the Banking &amp;Hotel Sector.</b></p> <p>- المشاركة في بحث منشور في المؤتمر الدولي الخامس لكلية الاقتصاد والعلوم الإدارية – في</p>	Jordan- Amman Applied Science University	-22 24April,2015	

	جامعة العلوم التطبيقية-عمان الأردن ، بتاريخ 22-4/24 2015م.			
2	2018- قبول بحثي المعنون ب " العلاقة بين استضافة المناسبات الرياضية وتحسين قطاع الخدمات في فلسطين" وذلك في المؤتمر العلمي الدولي لعلوم الرياضة – جامعة الجلفة/ الجزائر ، من 27 وحتى 29-4-2018م .. حيث تم اختيار البحث للعرض الشفوي في المؤتمر	الجزائر	2018-4/29-27م	
3				

Signature: خالد محمد عمر

2018 -12 -1