

College of Business Administration Asst. Professor (Saudi Arabia)

2006-2009

Assistant Professor of Marketing

MITM (JIC) Head of Department (Saudi Arabia)

2004-2006

Head of Department – Business / Lecturer of Marketing

Visiting Lecturer of Marketing at KAAU

SKILLS

Multiple Online Marketing Certifications (eMarketing Institute USA)
SAP Certified Professional (TERP_10_66) (98%) (ID#290575806)
Microsoft Certified Professional (MCP) (Server 2000) (ID#100329450)
First Aid and CPR Certified by Saudi Heart Association (IMC Jeddah)
MS Office Specialist (Expert Level)

EXPERTISE

Academic Expertise

NEASC (UK) Accreditation
AACSB (USA) Accreditation
ECE-NCAAA (KSA) Accreditation
Assessment of Learning Outcomes (Task Stream)
Program Creation, Development and Review (UG/G)
Program Benchmarking
Local & International Mentor (KAUST, CIM)

Professional Expertise

Marketing Strategy Consulting
Branding Consulting
Advertising Consulting (ATL/BTL/Alternative)
Corporate Restructuring Consulting
Staffing & Recruitment Consulting
Corporate Trainings
Short Course Trainings
OJT Trainings
Local and International Competitions Mentoring

INTELLECTUAL CONTRIBUTIONS

1 SCOPUS Indexed Conference Proceeding
1 ISI Indexed Conference Proceeding
1 AMA Conference Proceeding
1 LVMH Conference Proceeding
18 SCOPUS Indexed Publications (UG supervised student thesis)

MEMBERSHIPS

Fellow Member of Chartered Institute of Marketing (FCIM-UK)
Professional Member of American Marketing Association (AMA-USA)
Power Member of Digital Marketing Institute (DMI-Ireland)
Member of Arabian Society for Human Resource Management (ASHRM)
Member of Institute of Financial Consultants (MIFC-Canada)

AWARDS

Effat Best Practice in Learning & Teaching Awards 2017-2018 (2 Semesters)
Queen Effat Excellence in Learning & Teaching Award 2015-2016
Queen Effat Excellence in Community Service Award 2015-2016

HOBBIES

Car Enthusiast
Go Karting
Travelling
Shark Tank Diving
(PADI#651692)
Reading
Music
Movies & Series
Fashion & Luxury Retail

PERSONAL INFO

Nationality: Pakistani
DOB: 22-02-1978
Home: Alhamra Jeddah
Marital Status: Married
Iqama: Transferable
Driving License: Saudi
Profession: MKT Specialist

REFERENCES

Will be furnished upon demand



PROFILE

A TRUE International Marketing GURU with 16+ years of Professional Consulting, Mentoring, Accreditation, Academic and Corporate Training experience in the field of Marketing, Branding, Advertising and Strategy, globally with multiple MNCs and Local Business Enterprises!

CONTACT

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EMAIL:

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GOOGLE SCHOLAR:

Manzar Ahmed

MANZAR AHMED

CDMP[®], PCM[®], FCIM

CHAIR OF MARKETING & ENTREPRENEURSHIP

EDUCATION

Digital Marketing Institute (DMI-Ireland)

2020 CPD-In Progress

Certified Digital Marketing Professional (CDMP) (ID#376680941)

Power Member of DMI

American Marketing Association (AMA-USA)

2020 CPD-In Progress

Professional Certified Marketer-Digital Marketing (PCM) (ID#376680941)

Professional Member of AMA

Chartered Institute of Marketing (CIM-UK)

2018-To-Date CPD-In Progress

Advance Diploma in Digital Marketing (Level-6) (In Progress)

Fellow Member of CIM (FCIM) (ID#40043741)

UNIVERSIDADE PAULISTA (UNIP) (Sao Paulo-Brazil)

2016

Diploma in Strategy & Marketing for Emerging Countries

University of Karachi (Karachi-Pakistan)

2003

Doctorate in Business Administration-Marketing (3.70/4.00 CGPA)

SZABIST Karachi (Karachi-Pakistan)

2001

Master of Business Administration-Marketing/MIS (3.27/4.00 CGPA)

University of Karachi (Karachi-Pakistan)

1999

Bachelor of Commerce-Business (2nd Division)

WORK EXPERIENCE

Effat University Chair of Marketing & Entrepreneurship (Saudi Arabia)

2010-To-Date

Assistant Professor of Marketing (Multiple Awards Winning)

Morgan International DMI Trainer (Saudi Arabia)

2019-To-Date

CDMP Certified Trainer

University of Worcester International Tutor (UK, UAE, Saudi Arabia)

2015-2018

International Tutor of International Marketing Strategy & Strategic Management for EMBA Program

Design & Analysis (DNA) Client Services Manager (Saudi Arabia)

2009-2010

Acting GM for the Advertising Subsidiary of DNA

University of Leicester International Tutor (UK, UAE, Saudi Arabia)

2008-2009

International Tutor of Marketing Strategy for EMBA Program