

Amjad Hosni AL-Atari
Ramallah, Palestine
Mobile: +970.599 503 503
+970.568 202 202
E-Mail: amjad.h.alatari@gmail.com

Education & Trainings

- Executive MBA – Indiana University of Pennsylvania , USA (2015)
- B.Sc Architectural Engineering / Minor in business administration, Birzeit University (2007)
- SAT I + II (Amid East) – Palestinian Tawhiji Equivalency (Scientific Stream), Palestine (2000)

Professional Experience

Al Mustaqal Hospital

Chairman of Board of Directors & shareholder (May, 22- Current)

M.R.M Co. for tourism Investment (Shishapresso Café chain)

Shareholder & board member (April, 23- Current)

Bank of Jordan / Palestine HQ.

Senior Engineer / Real Estate & Engineering Dept. (March, 22 – Jan, 23)

- Supervise ensuring the integrity of the bank's real estate portfolio and the existence of an effective
- mechanism for real estate evaluation and evaluation of real estate mortgaged or expropriated by the bank by studying all credit transactions granted with the guarantee of real estate (purchase or mortgage) and making recommendations.
- Supervise all procedures related to the sale of expropriated/bank-owned real estate, and supervises/communicates with those wishing to purchase/parties contracted with to sell real estate in a way that preserves the bank's rights. He ensures that sales transactions for the bank's real estate are prepared to protect the bank's rights, follows up on rent collection, and enters data on the originally owned real estate.

UCI– Union Construction & Investment Co.

Administrative & Engineering Manager (Nov, 18 - Oct, 2020)

- Owner representative in construction project (Residential buildings, Compounds, Lands parcellation)
- Oversees the entire project development with consultancy offices.
- Managing each project separately in terms of budget, time and quality.
- Manage the engineering team across all projects.
- Manage all administrative, Hr and all related aspects.
- Contribute with the sales & marketing to develop new products and their associated campaigns.

YMCA – Youth Man Christian Association

General Director , Ramallah Community & Sports Center

(Jan, 17- Oct, 2018)

- Discover and present new ways to demonstrate member appreciation and work closely with Membership Manager to implement appreciation activities
- Identify YMCA member processes, signage, obstacles and challenges that may be improved to be more customer friendly
- work with staff team to provide member focused training to improve overall branch member interactions
- Act as a resource to train staff in various departments and work closely with other department heads including Membership Manager to develop successful membership sales/retention strategies, member interactions and customer-first behavior
- Identify areas of potential growth for membership; develop and implement strategies to target and integrate potential customers
- Adhere to department budget
- Assist in supervising and training new staff
- Assist in setting up staff meetings, agendas and trainings.

(PIICO) Palestine Industrial Investment Company

Corporate Sales & Marketing Manager

(May, 15- Jan, 2017)

- Planning, monitoring, appraising, and reviewing job contributions; enforcing policies and procedures.
- Preparing and completing action plans; implementing production, productivity, quality, and customer-service standards.
- Resolving problems; completing audits; identifying trends; determining system improvements.
- Forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; initiating corrective actions.
- Determining annual and gross-profit plans by forecasting and developing annual sales quotas for regions; projecting expected sales volume and profit for existing and new products.
- Establishing pricing strategies; recommending selling prices, monitoring costs, competition, supply, and demand.
- Identifying consumer requirements; defining market, competitor's share, and competitor's strengths and weaknesses; forecasting projected business; establishing targeted market share.

Reach Holding

Sr. Marketing & Sales Manager , Business Development

(June, 13- April 15)

- Following up new business opportunities and setting up meetings.
- Planning and preparing presentations.
- Communicating new product developments with municipality and regulatory firms.
- Overseeing the development of progress & writing reports accordingly.
- Providing management with feedbacks.

Amaar Group - Al Reehan Company.

Costumer Care / Site Engineer

(April, 11- May, 13)

- Providing help and advice to customers using your organization's products or services; communicating courteously with customers by telephone, email, letter and face to face.
- Investigating and solving customers' problems, which may be complex or long-standing problems that have been passed on by customer service assistants.
- Handling customer complaints or any major incidents, such as a security issue or a customer being taken ill.
- Issuing refunds or compensation to customers.
- Analyzing statistics or other data to determine the level of customer service your organization is providing; producing written information for customers, often involving use of computer packages/software.
- Writing reports analyzing the customer service that your organization provides.
- Developing feedback or complaints procedures for customers to use.
- Developing customer service procedures, policies and standards.
- Meeting with other managers to discuss possible improvements to customer service.
- Being involved in staff recruitment and appraisals; training staff to deliver a high standard of customer service; leading or supervising a team of customer service staff

APIC - Sky Advertising Company

Event Architect

(April, 10- May, 11)

- Budget management and forecasting
- Venue sourcing and site visits
- Sourcing and managing suppliers
- Event logistics
- Delegate communications
- Booking flights, transport and accommodation
- Onsite event delivery

Beyond Interior : Home improvement.

Principle Architect - Managing Partner

(May, 08- April, 10)

- Increases management's effectiveness by recruiting, selecting, orienting, training, coaching, counseling, and disciplining managers; communicating values, strategies, and objectives; assigning accountabilities; planning, monitoring, and appraising job results; developing incentives; developing a climate for offering information and opinions; providing educational opportunities.
- Develops strategic plan by studying market and financial opportunities; presenting assumptions; recommending objectives.
- Accomplishes subsidiary objectives by establishing plans, budgets, and results measurements; allocating resources; reviewing progress; making mid-course corrections.
- Coordinates efforts by establishing procurement, production, marketing, field, and technical services policies and practices; coordinating actions with corporate staff.
- Builds company image by collaborating with customers, government, community organizations, and employees; enforcing ethical business practices.

- Perform drafting, 3D modeling and presentation work for the project
- Develop conceptual sketches into design presentations
- Coordinate materials and color palettes for presentation
- Develop sketch details into CAD drawings and prepare design development and construction documents
- Maintain logs and records necessary to manage the project
- Compose transmittals and other correspondence necessary for the project
- Prioritize, delegate and coordinate tasks with project team members
- Prepare and coordinate cost estimate budgets as required per the phases of the project
- Work and communicate in all phases as an integral member of the architectural team

LANGUAGES

Arabic, English

Memberships

- Jordanian Engineers Association, since 2007.
- Palestinian Engineers Association, since 2007.