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Summary

I have total of 14 years working experience combined with continuous learning activities through academic and non-academic studies.

Armed with 2 masters' degree in clinical pharmacy and master in business administration, I got field experience in executive management level in hospitals, retail, sales and marketing, logistics, human resources, training, consultations, and pharmacy practice.

Teaching in the MBA level at the university as well as in undergraduate level is part of my weekly activities as well as conducting different training courses for different levels whether in workplace or in cooperation with other training centers.

Producing online interactive lectures in variety of medical and management topics and published for public and private use (www.cvlearn.com).

RESUME

EDUCATION:

September 2003-April
2004

Certified Management Accountant, Beckerconviser,
Bahrain, IMA, USA

Sep 2000- Jan 2003	Master of Business Administration , Hull university, UK.
Oct 1995- Jan 1998	Master degree in Clinical Pharmacy, Department of Clinical Pharmacy, College of Pharmacy, King Saud University, Kingdom of Saudi Arabia.
1989-1994	Bachelor degree in Pharmaceutical Science, College of Pharmacy, King Saud University, Kingdom of Saudi Arabia.

EXPERIENCE:

Work experience

August 2007 till now	Founder of Clear Vision firm for consultation, tailored training, and online continuous education.
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Dedicated online site has created and currently contains more than 200 lectures in various topics in medical and management. Various subtopics are available which includes finance, marketing, economics, and related management topics.

5 days Course delivered to SABIC: Finance for non-finance professionals conducted in 24-28 November 2007 in Jubail, KSA.

Training program offered to Tadawi Group of pharmacies:

1. Pharmaceutical Care: Concepts of Professional Practice in Retail pharmacy; course delivered over 2 full days.
 - 1) Delivered in 6-7 September 2007, Riaydh KSA.
 - 2) Delivered in 13-14 September 2007, Jeddah, KSA.
 - 3) Delivered in 20-21 September 2007, Abha, KSA.
 - 4) Delivered in 5-6 October 2007, Riaydh, KSA.
 - 5) Delivered in 8-9 October 2007, Qassim, KSA.
 - 6) Delivered in 10-11 October 2007, Maddinah, KSA.
 - 7) Delivered in 15-16 November 2007, Riaydh, KSA.
 - 8) Delivered in 30 Nov -1 Dec 2007, Qassim, KSA.
2. Basics of accounting, finance, and applied budgeting and forecasting; course delivered over 3

days:

- 1) Delivered in 8-10 September 2007, Riyadh KSA.
3. **Marketing Management: Emphasis for pharmacy practice and pharmaceutical industry;** course delivered over 2 full days.
 - 1) Delivered in 27-28 September 2007, Riyadh, KSA.
4. **Reporting for Retail Pharmacies Management,** course delivered in 1 full day:
 - 1) Delivered in 2 December 2007, Riyadh, KSA.

Training given to Konozi Al Siha chain of pharmacies:

1. Community pharmacy inductive training; about half a day training to prepare pharmacists to accept new challenge.

August 2007 till now

Operation Manager, Nasser Pharmacies, Saudi Arabia. Nasser Pharmacies is a group of pharmacies in Bahrain planning to open a new chain of pharmacies in Saudi Arabia. Being the Operation Manager in Saudi Arabia, I am responsible of:

1. Selecting new attractive locations based on proper market segmentation and pharmacies targeting strategy.
2. Developing feasibility study for each selected location.
3. Designing high quality layout standards in cooperation with specialized retail outlets designers.
4. Developing pertinent policies and procedures with high quality standards that meet the local MOH regulations.
5. Designing and implementing appropriate logistics to support the pharmacies operations.
6. Recruitment of highly qualified pharmacists and other healthcare related professionals to support the operations.
7. Application of the state-of-the-art practice in retail pharmacy with local flavor.

Jun 2003- July 2007

DMSCO, Business Development Manager, Al Dawaa Chain of Pharmacies Manager, Al-Dawaa Medical Services CO (DMSCO). Since I joined DMSCO, one of the fastest growing medical companies in Saudi Arabia, as business development manager for one of the biggest chains of pharmacies in the Middle East, with major responsibility in improving internal quality and bringing

new business to the company. The following are the major tasks currently under processing (items are set as per their chronological order):

1. Implementing of pharmaceutical care concepts in the community pharmacies.
2. To develop company strategies in various aspect of the business.
3. Developing franchising proposals pertinent to new pharmacies.
4. Developing and documentation of franchise system in term of legal, financial, and operational.
5. Developing standards in pharmacies operations that meet high pharmaceutical society standards and/or high business standards.
6. Setting standards for pharmacies supervision daily work and regular follow-up.
7. To introduce, new care centers, which is unique service in Saudi Arabia; the first pharmaceutical care center to be launched is the Diabetic Care Center
8. To establish full quality system compatible with ISO9000:2000 standards and getting the certification.
9. To change the vast majority of process which is done currently manually into fully computerized system using state of the art ERP system.
10. Setting agreement with various hospitals and/or other health care facility for mutual business cooperation.
11. Determine the human resource requirement that could meet the required quality of practice needed by the company.
12. Outsourcing highly qualified personal in new key positions in the company.
13. Setting directions for the training requirements for the vast majority of employees.
14. Managing day to day activities of about 150 pharmacies.
15. Setting the target sale for each pharmacy for various items category in annual and quarterly basis.
16. Ensuring smooth alignment between various departments in the company like the pharmacies operations, warehouse, and scientific office.
17. Participation in direct training of pharmacists and

- other key positions through either official trainings or in day to day practice.
18. Building the company image through corporate identity program.
 19. Negotiating with potential investor's business opportunities and partnership requirement that satisfy both parties.
 20. Developing and implementing plans for conducting feasibility studies in various aspects of our business.
 21. Developing various committees like product improvement committee and scientific committee as per the company business objectives.
 22. Developing and implementing criteria for formulary management.
 23. Develop and implement new well designed methodology for hiring new pharmacists based on pre-agreed criteria.
 24. Developing and implementing detailed training program for newly hired program which constitute didactic lectures and onsite training.
 25. Initiation and maintaining continuous education program for pharmacists that is tailored to meet their day to day practical requirement in the pharmacies.
 26. Building new merchandizing team to take care of the display in each pharmacy based on the recent development of this field.
 27. Setting detailed evaluation criteria for pharmacist's performance based on their achievements, development, skills, knowledge, and attitude.
 28. Direct monitoring of various house made projects like:
 - a. Bulk versus unit's stock management: pros and cons.
 - b. Customer satisfaction with pharmaceutical services provided.
 - c. Customer buying behavior in pharmacies.
 - d. OTC versus prescriptions: retail pharmacies survey.
 - e. Analysis of pharmaceutical items in term of their sales in retail pharmacies.
 29. Managing Saudization program through Human Resource Development Fund; this includes careful

selection of suitable candidates, determine the training needs, allocation in various departments, and follow-up.

30. Establishment of new department dedicated for data analysis for all activities in the company. This includes designing of tailored made reports and building well structured data warehouse.
31. Establishment of new department dedicated for Customer Relationship Management.
32. Developing managerial skills of selected pharmacists to join the management team.
33. Selecting new pharmacies locations as per standard criteria.
34. Developing qualitative and quantitative measures for pharmacies expansion proposals.
35. Implementing new grading system for pharmacists that improve the quality of pharmaceutical care services provided by pharmacists.
36. Developing annual budget and business plan considering all related functions.
37. Developing 3 years company business plan considering all departments.
38. Developing market intelligence system: market data collection and reporting procedures.

**"Teaching"
Experience**

TILL NOW

**Open
University**

Arab

Teaching MBA students the following modules:

1. Consumer Behavior
2. Research project
3. Investment analysis
4. Managerial finance
5. Marketing management
6. Management accounting
7. Business research
8. Marketing research

**Open
University**

Arab

Developing high standard Audi-Visual lectures using Articulate for MBA modules (Managerial Finance and Research methodology).

University college of

Teaching many courses for Bachelor students:

Bahrain		<ol style="list-style-type: none"> 1. Statistical Quality Control 2. Total Quality Management 3. Investment Management 4. Fundamental of Accounting Principles
TISL		Teaching selected parts of CMA & CFA program according to HOOK, USA standards.
Management Development International Center		Pre-MBA program in management were I teach there "Information systems"
Delmon University		<p>I teach there the following courses:</p> <ol style="list-style-type: none"> 1. Office management 2. Business Administration 3. Performance Development
Bridge Institute	Training	I teach a course consisting of one full day training in psychological aspects of patient behavior during hospital visits.
DMSCO		<p>Several courses delivered which include:</p> <ol style="list-style-type: none"> 1. Medical Research Methodologies: a course which delivered over 4 month's period. 2. Pharmaceutical Care: practical implication: a course delivered over 1 month period. 3. Hematological diseases: a course delivered over one month period. 4. Interpreting laboratory results: a course delivered over one month period. 5. Management of Diabetes: a course delivered over one month period. 6. Pharmacokinetics in pharmacy practice: a course delivered over one month period. 7. Medical terminologies course: a course delivered over 2 months period 8. Good to Great Companies: Opportunities and Threats: a course delivered over 2 months. 9. Implication of IT into business environment: a course delivered over 2 month's period. 10. Accounting and Finance for pharmacists: a course offered over 3 months period. 11. Quality Management Systems: a course delivered over one month period.

12. Creative problem solving: a course delivered over one month period.

13. Essential secretarial procedures: a course delivered over 2 months period.

Speaker

Good Pharmacy Practice, delivered in June 2008 as part of program with Bahrain Pharmacists Society, Manama, Bahrain.

Online pharmacy education, delivered in 26th Arab United Pharmacists and 12th Jordanian Pharmacists conference in April 2008.

Online pharmacy education, delivered in "First International Pharmacy Conference: New Vision in Pharmacy Practice" in 5th September 2007 in Saudi German Hospital, Riaydh, KSA.

**Health Science
Institute**

Supervising pharmacy technician program which consists of 2.5 years.

July 1999- May 2002

During this period, I was handling two main positions at once:

The first position was as **Branch Sales and Marketing Manager**, Eastern Province, Al Mana Trading company (dealing with various health care products). During that time I was working as sales and marketing manager covering the whole east region. We were dealing with virtually all medical disposables and medical equipment. We covered also dental and lab sections. During this time I got exposed to selling and marketing of different products from different companies like:

- B-Braun, which have full range of IV solutions and TPN line.
- Liras, which have with various products like Propofol.
- Ranbaxy, which have wide range of generic medications.
- Sirona, which have mainly various range of dental chairs and dental x-rays.
- Medison, which have full range of ultrasound

- machines, x-ray, and MRI.
- WRP, which have wide range of gloves including very specialized products.
- 3M, which have very wide range of medical disposables and some medical equipments.
- Products of many different companies like Zimmer, Rusch, Ivoclar, Komet, etc.

The major activities during that period include, but not limited to:

- Managing the whole operation of the branch which covers customers in the whole eastern region.
- Setting system and targets for the sales staff classified into product and customer wise.
- Perform double visits with selected sales staff for key customers.
- Direct interaction and management of giant accounts in the region.
- Developing appraisal system for the sales staff.
- Preparing promotional campaigns for selected products.
- Participate in social medical meetings held by giant companies or embassies of some countries in Saudi Arabia.
- Project planning for introducing new ERP system to manage the whole company operation and active participating into implementation stage.

The second was as **Clinical Pharmacist and system development manager**, Al Mana Group of Hospitals. During this time, my responsibility include, but not limited to:

- Setup and supervise Drug Information Center.
- Formulary management in term of addition or deletion of medications for purpose to use the most cost effective products.
- Training of selected pharmacists to perform certain clinical activities.
- Giving regular medical lectures to physicians, pharmacists, and nurse's staff.
- Developing usage protocol for selected pharmaceuticals.
- Setup of pharmaceuticals and non pharmaceuticals

purchasing system using detailed selection criteria and computerized system starting from issuing of the tender till the analysis and the selection of the required products.

- Active participation in special task committee in selecting and implementation of Hospital Information System solution for Al Mana Group of Hospitals.
- Publishing of periodical pharmacy newsletter.
- Developing policies and procedures for pharmacy related practice, that are compatible with JCI standards.
- Active member of quality team that involves top physicians and management team for improving quality practice compatible with JCI standards.
- Developing detailed statistical analysis for all transactions related to the pharmacy practice.
- Attending board meetings in monthly basis which direct all hospitals operations and development programs.

Sep 1994 - Mar 1999

Working in **Ministry of Health**, Saudi Arabia, in various positions as following:

Jan 1998-Mar 1999

Clinical Pharmacist and Director of Pharmacy in Jubail General Hospital, Ministry of Health, Kingdom of Saudi Arabia. The major responsibilities includes, but not limited to:

1. Managing day to day pharmacy operations.
2. Ensuring safe and effective prescriptions dispensing.
3. Developing new quality pharmacy systems like the unit dose system, antibiotics controlling program, and drug stability programs.
4. Active participation in various hospital management committees.
5. Attending and participating in daily physician's morning reports.
6. Performing daily patients rounds in the department of medicine and providing necessary interventions either by direct interaction with the physicians or

through proper patient counseling.

7. Delivering weekly lectures for physicians and other hospital staff through the continuous educational programs.

June 1998-Jan 1999

Programming and Implementation of a Computer Program (Access Based) for Monitoring and Controlling Medication use.

1997

One year residency in Clinical Pharmacy in King Fahad National Guard, King Faisal Specialist Hospital and research Center, and in King Khaled University Hospital. This was a part of requirement for complete the Master program in Clinical Pharmacy. Major rotations were:

1. Cardiology.
2. Intensive care unit.
3. Total parenteral nutrition team.
4. Infectious diseases.
5. Gastroenterology.
6. Endocrinology.
7. Drug information center.
8. Pharmacokinetics.

Sep 1994 -Sep 1995

Staff pharmacist, Jubail General Hospital, Ministry of Health, Saudi Arabia. Duties and responsibilities includes, but not limited to:

1. Dispensing medications to inpatients and outpatients as per physicians order.
2. Counseling the patients about the proper use of pharmaceutical items.
3. Interaction with physicians for the optimum pharmaceutical care in relation to any prescription requires reevaluation.
4. Attending daily physician's morning report.
5. Developing monthly pharmacy newsletter.
6. Active participation in continuous medical education either for pharmacists or other healthcare staff.

TRAINING:

13-17 May 2006

Advanced Forecasting & budgeting techniques, Cairo. Egypt. Program run by COPEX.

18-19 September 2004	ISO9000:2000 Internal Audit Training Program: a program run by TUV company Saudi Arabia.
March 2004	Advanced leadership skills, program run by pharma excellence in Khobar.
Sep 2003	ISO9000:2000 orientation and training, program run by TUV company in Khobar.
7-10 May 2001	Product training, RÜSCH, Istanbul (Anesthesia, Urology and Endo-Urology, Esophageal stents and anatomy, and Regional Anesthesia).
Dec 2000- Dec 2001	Management Pullet Proof Course , Provided by Crestcom (company specialized in training programs); One year program consist of two seminars each month purely in management skills.
April 1995	Therapeutic Workshop Course, Saudi Pharmaceutical Society.
Summer 1992 &1993	Dammam Central Hospital, Department of Medicine, Cardiology Department. Training in Clinical aspects of Drug Therapy.

**RESEARCH
ACTIVITIES
2006 - 2007**

MBA projects supervised:

1. Inventory planning performance measures at Saudi Electrical Company.
2. The effect of religious factors in selection of pharmaceutical products.
3. The psychological factors affecting Saudi investors toward Saudi shares.
4. The relation between Oil prices and Saudi stock prices in Gulf Countries.
5. Efficiency of Islamic banks versus commercial banks.
6. Strategic marketing case study: SABIC.

2002	Pharmaceutical market in Saudi Arabia: Brands versus Generic competition.
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2001	Antibiotic use for surgical prophylaxis in Al Mana Group of Hospitals
2000	Patient satisfaction with pharmaceutical services in Al-Mana group of Hospitals.
1999	Pattern of Albumin use in Al Mana Group of Hospitals
1998	Analysis of medications dispensed and all related data in Al Mana Group of Hospitals.
1997	Medication Unavailability in a University Hospital.
1997	Compliance of Physicians to the Recommended Hematological Monitoring of Carbamazepine.

Publications:

Oct 2005 – Jul 2007	Editor-in-chief of Professional Pharmacists, quarterly journal distributed into many countries in Middle East.
2000- May 2002	Editor-in-chief of Al Mana Pharmacy Newsletter which is published bi-monthly
1997	Calcium Channel Blockers. King Khaled & King Abdulaziz University Hospitals, Pharmacy Newsletter, 8 (3):1-4.
April 1995-Oct 1995	Editor of pharmacy newsletter produced monthly by Pharmacy Department, Jubail General Hospital.

PRESENTATIONS:

2003-2004	<p>Active participation in pharmacists continuous education program as well as new pharmacists training program; lectures delivered includes:</p> <ul style="list-style-type: none"> • Creative problem solving. • Pharmaceutical care: the opportunity in retail pharmacy. • Research methodology <ul style="list-style-type: none"> ○ Part I: biostatistics ○ Part II: research methodology ○ Part III: Literature evaluation ○ Part IV: writing scientific paper
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- Overview of antibiotic use.
- Process design and managing quality.
- Traditional approaches to management.
- Organizational structures: pros and cons.
- Sleep disorders: retail pharmacies aspects.
- Overview of Anemia.
- Iron deficiency anemia: retail pharmacy patient counseling.
- Urinary Tract Infections: new changes in management.
- Gastroesophageal reflux disease: Retail pharmacists concerns.
- Writing business plan: systematic approach.
- Analysis of business environment.

1999- 2003

Responsible for pharmacists continuous education in Al Mana group of Hospitals; presentation delivered include:

- Pharmaceutical care: strategy and direction
- Medication errors: possible ways of reducing risk
- Drug-Food interaction: Role of Pharmacists
- Hypertension: Pharmaceutical and Non-Pharmaceutical interventions
- Congestive Heart Failure: New treatment strategies

1996-1997

King Saud University, College of Pharmacy, Clinical Pharmacy Department, Master program requirements; Formal Presentations:

- Carbamazepine Hematological Monitoring.
- Compliance of Physicians to the Recommended Hematological Monitoring of Carbamazepine.
- Risperidone, a new atypical antipsychotic agents.
- Propofol, ICU sedative drug.
- Place of Hydroxyurea in the treatment of Sickle Cell Disease.
- Automated Systems Compared to the Conventional Medications Distribution.

1994

King Saud University, College of Pharmacy, Clinical Pharmacy Department, Clerkship Training, Formal Presentations:

- Using of LEVODOPA in Heart Failure.
- Using of ADENOSINE in Primary Pulmonary Hypertension.

- 1995 Jubail General Hospital, Lectures Presented to Medical Department & Pharmacy Department.
- Introduction to Anemia.
 - Iron Deficiency Anemia.
 - Sickle Cell Disease.
 - G6PD deficiency.
 - Hypertension.
 - Hyperlipidemia.

SKILLS

- Fluent in spoken and written Arabic Language.
- Fluent in spoken and written English Language.
- Fluent in Computer Operation, and dealing with different kind of Programs such as Visual Basic, Access, Harvard Graphics, Microsoft Word, etc.

ACTIVITIES AND INTERESTS

- Reading, Football, Table Tennis and Traveling.
- Interested in Graphic and Sound Technology.
- Internet websites developments.
- Music and poems reading and development.

CONFERENCES:

- January 2007 Arab-health exhibition, UAE
- December 2005 International Pharmaceutical Sciences Conference, Riyadh, KSA.
- November 2005 Medica exhibition, Dusseldorf, Germany.
- September 2005 FIP international annual meeting, Al Qahira, Egypt.
- February 2004 ArabHealth, Dubai, UAE.
- Dec 2003 Sixth pharmaceutical international symposium, Riyadh, KSA..
- 2003 Jan ArabHealth, Dubai, UAE

2001 May	International Franchise Expo, Washington, USA
2000 May	Volume replacement and parenteral nutrition
1999 (April)	1 st Pharmacist Meeting, For Exploring The Future
1998 (October)	1 st Research Methodology Workshop
1998	Post-Marketing Surveillance, Ministry of Health
1997	Management of patients with End-Stage Heart Failure, King Fahad National Guard Hospital
1996	Recent Advances & Future Trends in Pharmacy Practice (ACPE accredited), King Faisal Specialist Hospital & Research Center.
1995	Renal Transplantation, King Fahad Military Hospital
1994	Hemoglobinopathies, King Fahad Hafof Hospital

PROFESSIONAL AFFILIATIONS:

- American Society of Health System Pharmacist, member
- American College of Clinical Pharmacy, member
- American Association of Diabetes, member
- Saudi Pharmaceutical Society, member.

Clinical Interests

Infectious Diseases, Cardiology, Hematology, TPN, Nephrology, and Endocrinology.

Management Interests

General management, marketing, and product or brand management, strategic management, finance, investment management, human resource development.

REFERENCES:

References are available upon request.