

BASHAR ASFOUR

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A highly competent management professional with 40 years of diverse experience and core competencies in business development, business enabling environment, administration, strategic partnerships, retail, trade, commerce development, communication, labor issues, services, logistics, humanitarian assistance and community service. Seeking an executive position to augment twin benefits of acquired expertise and entrepreneurial proficiency in the creating solutions to drive organizational excellence.

KEY SKILLS

- Business Development, Corporate Finance and Strategy, Policy Formulation, Profit Maximization, Revenue Generation.
- Trade & Commerce Development, Bilateral Relations, Business Process Re-Engineering.
- Joint Ventures, Strategic Alliances, Strategic Planning, Business Advisory, Consultation & General Management.
- Communication, Interpersonal Networking, Training, Development, Team Building, Leadership & logistics.
- IT Related Skills (MS Office Suite, Microsoft Windows & Internet Applications).

WORK EXPERIENCE

JOPLAST (Family Owned)
Sweileh, Jordan
CEO & General Manager

October 1990 – December 2007

Responsibilities:

- Overseeing all group operations, business development, business process re- engineering, profit maximization and meeting strategic objectives.
- Planning and executing marketing campaigns and counter active strategies to offset competition and maintaining brand image within competitor matrix.
- Working with business units, interpreting client needs, ensuring overall client expectations are delivered and developing client relationships to enhance operations at the business unit and project management levels.
- Growing business within current accounts, introducing network companies to opportunities on current accounts and working with company leadership and associated companies to identify, develop opportunities in new areas.
- Managing team strengths & weaknesses, needs, and resources, ensuring career development plans are in place and are continuously reviewed.
- Aligning departmental attributes with current, future business needs and contributing to project assignment decisions as needed.
- Playing an integral role in hiring, training, mentoring, providing continuous feedback and conducting performance evaluations with direct reports while ensuring that same process takes place between rest of the team.
- Assisting in achieving stated client-oriented revenue goals for each business unit managed.

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KEY POSITIONS HELD

- Jordan**
Various Companies
- **Jordanian Partner, CSP Middle East Management Consulting & Training** Feb 2007 – Feb 2008
 - **Director Jamal Asfour & Sons Co, ASFOURCO, Jordan.** Jan 1981- Dec 2007
 - **Managing Partner Bashar Asfour & Partners Co.** Jan 1990 – Present
 - **General manager of Balloon Premiere for Imports & Exports** Aug 2011- Present
 - **Establishing Premiere Dimension for Training in Georgia** May 2018 - Present

Responsibilities:

- Formulated broad based business, financial strategy, planned, monitored, managed and developed policies, systems, processes, personnel and maintained market competitiveness in the industry.
- Presided over board, supplied vision, chaired general meetings, played a leading part in determining composition of board and sub-committees, so as to achieve harmony and effectiveness
- Implemented solutions, conducted GMP for achievement of international standards, performed reporting and accounting as per regulatory, legal requirements, formulated annual reports and accounting processes.
- Liaised with market, business press and business analysts, contributed to strategic planning and development as a member of executive team, and reviewed reports for executive and management team.
- Superintended matters of company licensing, retail planning, contracts, agreements, legal areas, corporate level negotiations acquisitions and divestments, major partner relationships, regulatory bodies' relationships and strategies, approvals and accreditations.

GENERAL FEDERATION FOR PRODUCERS & MANUFACTURERS OF THE ARAB WORLD

Jordan January 1997 - December 2007
Vice President

Responsibilities:

- Spearheaded core brainstorming processes for development and establishment of superior manufacturing and marketing services for the plastic industry across the Arab World.
- Recommended enhancements to existing procedures innovated on grey areas and participated in framework regulation & policy formulation for member entities.
- Defended, promoted the interests of the business community towards the Government & other official authorities, generated and stimulated activities of general interest to the business community.
- Represented the federation in all dealings and negotiations, both within the country & at international level.

AMMAN CHAMBER OF INDUSTRY

Amman, Jordan April 2000 - April 2002
Key Designations Held & Duties Discharged:

- **Elected Member of the Board of Directors of the Amman Chamber of Industry, Deputy Treasurer and Executive Member.**
- **Member of the Board of Directors of the Jordan Export Development & Commercial Centers Corporation (JEDCO).**
- **Member of the E-Commerce Steering Committee - EBDA at Amman Chamber of Industry.**
- **Member of the Organizing committee of the first E-commerce conference 2001**
- **International Labor Organization (ILO) & International Organization of Employers (IOE), Geneva, Jordan's Employers Delegate.**
- **Member of the Board of Directors of the Arab Swiss Chamber of Commerce and Industry, Geneva.**

Key Activities Performed:

- Attended all meetings of the Chamber and the Board, performed all duties customarily incident, managed the affairs of all committees under purview and served as a member on various committees.
- Participated at conferences, seminars related to labor issues pertinent to Jordan's employers and represented them in the best manner.
- Performed and executed key decisions regarding import & export of products, services between Jordan & Switzerland with the key focus oriented towards improving bilateral trade.
- Executed key strategic decisions in Finance and labour, struck alliances, and coordinated the fulfillment of several functions needed to ensure smooth import export of company products.
- Supervision of the Train the Trainers of the first E-Commerce (EBDA) conference.

ASFOURCO (Family Owned retail business)

July 1981 - October 1990

Jordan**Toys Department Manager****Highlights:**

- Possessing a wealth of retail sales management & accounting experience and a proven ability of successful sales and business development, consistently achieving significant year-on-year sales targets and growth. Accomplished in training and motivating other sales managers to provide a high level of customer service. Believing that good team leadership and a hands-on approach to management brings increased standards and profits.
- Coordinated activities of workers in department, performed accounting, banking, purchasing, inventory management, sales & marketing functions for retail & wholesale wings.
- Assigned duties to workers and trained workers in store policies, department procedures, tracked performance and reported discrepancies.
- Attending International fairs & shows in USA, Germany, France, Italy, Spain, UK & Far East, Controlled costs, coordinated merchandise procurement, pricing & display and resolved to customer complaints, related to merchandise.
- Approved checks written for payment of merchandise purchased in department and integrated retail trade activities.

COMMUNITY SERVICE

- Worked in the district attorney's office, economic crime division, as an intern in Tuscon, Arizona, USA Feb 1981 – May 1981
- Volunteer in the Royal Auto Club of Jordan to serve in the Jordan Rally from flag point marshal Up to Safety Manager, Chief Marshal then Clerk of the course Jul 1981 – Sep 1991
- Board member & Treasurer in the American Universities Alumni Club in Jordan Jan 1992—Nov 1996
- Chartered Rotary Club of Amman West, acted as Secretary, Treasurer, President for two terms, Consultant then District Friendship Exchange Chair, Assistant Governor for three terms appointed by District Governor for District 2450 then to District 2452 and District 2450 Magazine Correspondent for two terms.
- District 2452 Secretary Jan 2015 – Jun 2016
- Jordan's Alumni Country Chair Jul 2018 – Jun 2019
- **Executive District 2452 Secretary** **Jul 2019 – Present**
- **District Rotary Action Group** **Jul 2019 – Present**
- **Rotary Club of Tbilisi Ambassador Executive Secretary** **Sep 2019 – Present**
- **Conducted several training seminars for PETS, GMS, Vocational Service, Club Admin, Running clubs, and for District 2452**
- **Launching “My Journey to EndPolio throughout Europe March 20th, 2020 during the Polio Regional Conference in Belgrade, Serbia.**

EDUCATION

- **University of Arizona**, Tucson, United States May 1981 Bachelor's degree/Bachelor of Science, Accounting, Business & Public Administration
- **University of Arizona**, Tucson, United States June 1976 Diploma degree/higher diploma, English as a Second Language

OTHER ACHEIVEMENTS

- Was a delegate at the 1st World Economic Forum at the Dead Sea.
- Achieved 9 awards during Presidency of the Rotary club of Amman West in the District Conference 1998 / 1999.
- Achieved 10 awards during Presidency of the Rotary club of Amman West in the District Conference 2011 / 2012
- Achieved awards while in Safety Manager, Chief Marshal & Clerk of the Course of the Jordan Int'l Rally. 1981/1991.
- Attended seminars in Accounting, Auditing, Finance, Negotiation, Marketing, Exporting, Branding, Plastics, Public Speaking, Office Organization, Management, Software Programming, Restaurant Management and E-Commerce.

LANGUAGES

English : Excellent Reading, Writing and Speaking Proficiency
Arabic : Excellent Reading, Writing and Speaking Proficiency
French : Beginner