



## **Dr. Tareq Faisal Tamimi**

Jordanian citizen

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Ph.D. in Marketing and Market Research. Online lecturer with US and Turkish universities in marketing. Running my own company in global marketing of Dead Sea products. Editorial board member in Italian scientific journals. Consultant of international marketing. Done several international and local researches of different markets, one of them to the Italian Embassy in Jordan with many researches published and a published book. An active member and Head of Marketing Department of the Arab Academics and Scientifics Union, an active member of the Palestinian-Jordanian Business Forum, and a board member of the Dead Sea Product Manufacturers Association.

### **Educations:**

- Equation Certificate in Business Management in Marketing from the Ministry of Higher Education & Scientific Research in Amman / Jordan at July 2018.
- Doctor of Philosophy (PhD) in Marketing and Market Research in Business Management at Al-Madinah University (Universiti Antarabangsa) in Shah Alam / Malaysia from 2012 to 2017
- Master degree in Marketing Management at The Arab Academy (Arabiske Aben Akademi) in Denmark from 2011 to 2012, grade of very good
- Bachelor degree in Business Management at University of Palestine from 2008 to 2011, grade: very good
- Diploma in Computer Science- Istituto Technico Industriale in Bergamo/ Italy from 1993 to 1994
- High School in Science at Al-Najat Private School in Kuwait from 1987 to 1988, grade: 84.5%

### **Working experience:**

- The Arabic academic and scientist union – Head of Marketing Department and active memeber, Economic Unit - League of Arab States, from October 2020 to present.
- Editorial Professional at the service of innovation at The Patent Magazine, Italy from July, 2020 to present.
- Assistant Professor in Business Management at the Islamic University of Minnesota, South Bloomington, in MN / USA, from February 2019 to present.
- Global Marketing Consultant as a Freelance from January 2018 to present.
- Scientific officer of Economics and Business Administration Scientific Department at Ummah University in Istanbul/Turkey from August 2018 to January 2019.
- Academy presentative in Jordan of The Arab Academy in Denmark form January 2011 to May 2015.

- Marketing Manager at Aleid Universal Drug Store in Amman / Jordan from January 2009 to August 2009
- Sales Manager at Astronet Trading & Services Co. Ltd in Amman / Jordan from June 2006 to July 2007
- Commercial Manager at M.J.S Jordanian Trading Co. Ltd in Amman / Jordan from June 2004 to October 2005
- Marketing Director and Founder at Tourmaline Marketing & Inv. Company in Amman / Jordan from May 2003 to present.
- Purchase Manager at World Plastics for Construction Industries in Amman / Jordan from April 2003 to May 2004
- Executive Manager at Abdin Marketing & Inv. Group in Amman / Jordan from January 2001 to May 2003
- Sales Supervisor and stores Manager at Qweider Trading Establishment in Amman / Jordan from January 1995 to February 2001

**Training, workshop and seminars engaged:**

- TOT: Value Innovative
- Export Quality Management
- Export Development and Coaching Program
- Market Intelligence
- Leveraging Social Media to Boost Marketing and Drive Sales
- Corporate Social Responsibility
- Internet Marketing & Social Media
- Creativity for Innovation
- E-Business
- Mastering Social Media
- Leadership & Strategy
- Stress Management
- Advanced Sales Strategy and Trade Negotiation
- Supply Chain Management
- 7 habits if highly effective people
- Change Management
- Branding
- Conflict Management
- Customer Satisfaction
- Leadership in Practice Motivation in Motion
- Evidence – Based Performance Measures
- Emotional Intelligence
- Market Intelligence
- Strategic Action Planning
- Business Intelligence
- Competition Analysis
- E-Marketing and Innovative Marketing
- Decision Making
- Blue Ocean
- Business Strategies Techniques
- Managing SME's
- Foreign Risks & International Payment
- TQM & Continuous Improvement
- Negotiation Skills and Trade Negotiation
- Trade Arbitration
- Knowledge Management

- Import and Export Operations
- Contemporary Methods in Financial Planning
- Legal aspects of e-transactions

### **Researches accomplished:**

- Thesis: Key Factors Influencing International Marketing Strategies of Dead Sea Products sector in Jordan - Thesis
- Financial Service Marketing – Research
- Marketing Banking Service – Research
- The Basics of Contemporary Marketing- Research
- E- Marketing – Research
- Agricultural Marketing - Research
- Marketing Research for Banking Service – Research
- International Marketing - Research
- The Basics of Knowledge Management - Research
- Marketing Information Systems - Research
- Marketing Information System for Banking Service - Research
- Consumer Behavior and Banking Service – Research
- Financial Services Marketing – Book
- Marketing Research Fundamentals and Cases – Research
- The Impact of Innovation in the Marketing Mix Elements of Jordan Dead Sea Products on Enhancing its Competitiveness Position in the International Markets - Thesis

### **Training and workshops prepared:**

- My actions are my responsibilities
- Economy to succeed
- My entrepreneurial project
- My financial skills
- Establishment of the company
- Your Marketing Success Leads To A Successful Business
- SWOT analysis
- Global Marketing

### **Market study and speech:**

- Cosmetic Sector and Dead Sea Industry in Jordan Market Analysis for the Italian Embassy at Amman / Jordan
- Marketing Dead Sea products at Mango center in the Jordan university

### **Articles:**

- Technology influences the marketing strategy of the Jordanian dead sea products companies: 20 July 2020, <https://www.thepatent.news/2020/07/21/technology-influence-the-marketing-strategy-of-the-jordanian-dead-sea-products-companies/>
- The impact of creativity of the Jordanian Dead Sea products to increase its competitiveness position in the global markets: 04 September 2020. <https://www.thepatent.news/2020/09/01/the-impact-of-creativity-of-the-jordanian-dead-sea-products-to-increase-its-competitiveness-position-in-the-global-markets/>
- International pricing strategies of Jordanian Dead Sea products in Russian markets: 20 October 2020, <https://www.thepatent.news/2020/10/20/international-pricing-strategies-of-jordanian-dead-sea-products-in-russian-markets/>

- The Dead Sea Sector one of the distinguished industries in Jordan: 29 December 2020, <https://www.thepatent.news/2020/12/29/the-dead-sea-sector-one-of-the-distinguished-industries-in-jordan/>
- Marketing innovation for Jordanian Dead Sea products sector, 18 January 2021, <https://www.facebook.com/hayatfmoofficial/posts/444444288916220>

### **Conferences:**

- MÜSIAD Expo November 2017 - Turkey
- Cosmetic 360-innovation conference, October 2017- France
- TUMEXPO November 2015 - Turkey
- The Silk Road – Fourth, December 2019 - Jordan

### **Book Published:**

- Key Factors Influencing International Marketing Strategies of Dead Sea Products:

### **Discussions:**

- One of the members of the discussion committee for a PhD thesis “The use of the method of managing by objectives and its impact on the performance of staff” for the researcher: Atef Ghariani Rahim Alwan from Egypt – November 2020
- One of the members of the discussion committee for a PhD thesis: “Entrepreneurship and its role in supporting the competitiveness of application in small and medium enterprises” for the researcher: Jamila Abdel Qader from Nigeria – June 2021.

### **Memberships:**

- The Arabic academic and scientist union
- International Association of Scientific Researcher.
- Dead Sea Manufacturers Association
- Palestinian Jordanian Business Forum
- International Who’s Who historical society

### **Skills:**

- Global Marketing
- Market research, study and analysis
- Business development
- Market development
- Product development
- Business plan
- Communications skill
- Creativity

### **Languages:**

- Arabic (mother tongue)
- English (very good)
- Italian (very good)
- French (fair)
- Turkish (beginner)