



Magdi A. Ismail

MAGDI A. ISMAIL, B.Sc., PH, MBA, MHBDI, MCIM, MCOI. Principal - AfME, Turkey & New Markets

Magdi is Egyptian by birth and currently manages TTM associates AfME, Turkey & New Markets and commutes between Dubai, Istanbul and London. Magdi resided in Egypt & Saudi Arabia and works across many countries including, UK, Belgium, France, Turkey, Greece, Kuwait, Bahrain, Oman, Lebanon, Jordan, Syria, Saudi Arabia and Egypt.

He studied pharmaceutical sciences and commenced his entrepreneurship adventures in the early 90's, while he was still studying in the Faculty of Pharmacy. Magdi started his practical life early when still a student he opened his retail pharmacy in order to secure a good future for himself. Magdi's career thereafter focused on the fields of strategy, marketing, sales and customer management in the pharmaceutical industry. For the past 20 years he followed his career development in various international companies, including Rhone Poulenc (Sanofi-Aventis), and Organon NV in the Middle East. During this period, he got the experience of launching and marketing many products in the Middle East. Also Magdi combines pragmatic knowledge and experience of managing and doing business in the Middle East, while at the same time he has the awareness and understanding of the international business culture.

He currently consults global organisations in the Eastern Mediterranean countries on Time to Market, Strategy Formulation and Implementation, Customer Management and Portfolio Management. Magdi is a subject-matter expert and a consultant for TMC. He has managed several projects on strategic execution by applying a unique methodology of HOSHIN KANRI. He holds degrees in Pharmaceutical Sciences and an MBA from Henley Management School, UK. Magdi is also a member of the Chartered Institute of Marketing, a certified practitioner for the Herrmann Brain Dominant Institute, France, and a certified practitioner for the Cultural Orientation Indicator USA; Certified Coach on the Positive Political Influence from the Academy Political Intelligence; UK & a certified coach on Barret Values Based Leadership, The USA