

## Mamdouh TELLO

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### PROFILE KEYS

Over 13 years of experience in MENA zone and east Europe, in positions of increasing responsibility related to the development and management of non-governmental and profit sectors, I developed my skills and knowledge as the following:

- Proven success in:
  - ✓ Developing Business Case and Business Development consultancy.
  - ✓ Conducting business management & marketing development consulting.
  - ✓ Developing economic & business marketing strategies.
  - ✓ Carrying out program Quality and MEAL (Monitoring, evaluation, accountability and Learning).
  - ✓ Resource Mobilization and Donor relation
  - ✓ Strategies Development for NGOs and business
  - ✓ Organization Capacity Assessment and development
  - ✓ Disaster Management and risk reduction.
  - ✓ Camp Coordination and Camp Management
  - ✓ Enhancing livelihoods and Development programs
  - ✓ Developing emergency response strategies and program design.
  - ✓ Research and Needs assessment skills
  - ✓ Coordinating multi-sectorial, inter-agency rapid researches and needs assessments.
  - ✓ Using quantitative and qualitative data collection and analysis tools and methods.
  - ✓ Producing and implementing program and project management methods and tools.
  - ✓ Applying project cycle management methods, logical framework analysis.
  - ✓ Trouble-shooting in programme management.
- Excellent inter-personal, inter-cultural and communication skills
- Excellent analytical and drafting skills
- Team player, Motivator
- Imparting training related to: SPHERE project, Marketing and business developing, Emergency/disaster preparedness, grant management, policy procedures, administrative and logistical support, Project Cycle Management, small business development, Camp coordination and camp management and Resource Mobilization fundraising.

### EDUCATION

**Chevening Scholar 2021/2022 – Chevening Scholarship – funded by FCDO – UK, Full academic scholarship MA in UK for global leaders**

**Spring 2021 University Of East Anglia in UK – MA candidate In International Development (Honours)**

Specialization: livelihoods, Conflict, governance & democracy, globalization & business, and development prospective

**Spring 2010 University Of Greenwich in UK - BA In Business Administration (Honours)**

Specialization: Marketing and Small Business Development

Graduation project E-Business Development on Human Resource Management.

**Spring 2007 – March 2008 EDEXCEL & BTEC International in UK Professional Diploma of Business Administration & Management.**

Some of important Course (HR, Working with Leading People, Financial Management)

**Spring 2004 – April 2007 EDEXCEL International in UK & Syrian Virtual University SVU: Higher National Diploma of Business application and computing (E-Commerce)**

Some of important Courses (E-marketing, Integrate Marketing Communication, Communication Plan, Website Design , Data Handling Analysis, E-commerce Studies)

### INTERNATIONAL PROFESSIONAL CERTIFICATES:

- |                                   |   |
|-----------------------------------|---|
| • June 2019                       | ToT in Camp Coordination and Camp management, <b>IOM and CCCM cluster</b>   |
| • September 2017                  | BTEC Essential Education skills Level 5, <b>Pearson International</b>   |
| • October 2015                    | Gender in Emergency cases, <b>CARE International</b>  |
| • May 2015                        | ToT in Resource Mobilization (Fundraising) , <b>CARE International</b>  |
| • August 2014                     | ToT course - Certified Sphere Project Trainer, <b>Sphere project</b>  |
| • May 2014,                       | The Changing Global Order, <b>Universiteit Leiden</b>   |
| • November 2013                   | International Organizations Management - <b>UNIVERSITY OF GENEVA'S</b>  |
| • September 2011 to December 2011 | Course in Certified Business Analysis Professional CBAP, <b>TAG - Training</b>  |
| • June 2011                       | Certified in Marketing Management and Audit level 3 <b>from London Chamber of Commerce and Industry (LCCI)</b> Marketing Audit – Marketing Implantation and Evaluation – International Marketing - E-Marketing. |
| • September 2010 to December 2010 | Project Management Professional PMP from <b>PMI -- New Horizon INT.</b>   |

### CAPACITY DEVELOPMENT EXPERINCES

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- Customizing new SPHERE project 2018 for Syria Context and Providing 4 trainings for Syrian and Iraqi NGOs
- Providing more than 65 training related to Humanitarian response and livelihoods training for NGOs.
- Provide NGOs governance strategies development training, and enable more than 15 NGOs in developing strategies
- Customizing SPHERE project standers for Syria Context and Providing 13 trainings for Syrian NGOs and 1 ToT 2015.
- 6 trainings for Resource Mobilization and donor relation
- MEAL consultancy and training for more than 7 NGOs and 5 trainings
- Small business development trainer. Certified trainer from Talal Abu Ghazaleh in SME 2010 (10 training)
- Project Management and proposal development. Certified trainer from Talal Abu Ghazaleh in SME 2010 (15 training)
- Organization Management and development. Certified trainer from Talal Abu Ghazaleh in SME 2010 (4 training)
- Marketing and Communication Management. Certified from LCCI 2010 (10 training) more than 5 consultancy
- Disaster Management & Sphere Project. Certified Trainer from IFRC and Sphere 2007 (22 training)

### **FREELANCING & CONSULTANCY EXPERIENCE:**

*Since 2015 till now Humanitarian affairs and Business development- Free-lancer/Consultant*

*Yemen, Turkey, Syria, Dubai, Netherlands, UK, Iraq, Canada, and Lebanon.*

**October 2021 till November 2021**

**University of East Anglia – UK**

#### **Humanitarian trainer**

- Developing training materials for post graduate students for humanitarian context under development school.
- Providing training for the student at the University's facilities in UK
- Designing the evaluation tools for training feedback

**June 2021 till August 2021**

**Innovation consulting and solutions – UK & Iraq**

#### **CSOs Strategic planning and governance consultant/trainer**

- Reviewing the organization assessment of UPP's partner in Iraq
- Developing training materials customized to CSOs in Iraq related to strategic planning and governance
- Designing the evaluation tools for training feedback
- Providing training for the UPP's partner and staff in Erbil Iraq

**September 2020 till October 2020**

**Islamic Relief – Humanitarian Academy for Development HAD – UK**

#### **Resource and business development consultant**

- Review the original organization documents related Strategic plans, business development plan and resource mobilization plan of Islamic Relief partners in Turkey, Syria, Iraq and Yemen.
- Developing the tools to set the plans for the organization
- Mentoring the partners in outlining the plans and generating the new ideas for income generating projects for the NGOs

**September 2019**

**IOM and CCCM Cluster – Turkey**

#### **Camp Coordination Camp Management CCCM Trainer**

- Review the original training materials of CCCM and working with team for the customize for Syria
- Participating in providing the CCCM training to NGOs cluster members in Turkey

**June 2019 till September 2019**

**Sphere Project – Geneva**

#### **Customizing Sphere project training materials to Syria Context**

- Review the original training materials of SPHERE in English and working with team for the translation to Arabic
- Customized the translated materials with consultant team to Syria Context
- Providing Pilot training for customized SPHERE 2018 in Syria to take the feedback on the material
- Participating in consultation session with Key expert and NGOs for reviewing the materials and develop it

**October 2017 till September 2018**

**Free Press Unlimited FPU- Netherlands**

#### **Resource Mobilization and business development consultant**

- Organization assessment for FPU's Partners in Syria and Turkey in business development and marketing
- Mentoring the partners for developing income generating projects and resource mobilization plan
- Sharing funding opportunities with partners and Supporting them to submit proposals

**Nov 2015 till Jan 2016**

**IBTCI – USA**

#### **M&E Field Coordinator/ Trainer**

- Reviewing and translating the log frames of all OFDA project for Syria as IBTCI is Third Party Monitoring company
- Coordinate with OFDA's Partners for the field visits
- Design the field visits tools
- Developing training materials for field partners and staff in do no harm, humanitarian monitoring and SPHERE

**May 2014 End of July 2014**

**Al-Sham Foundation in Turkey**

#### **Organization strategy management and Project life Cycle Consultant**

- Design new strategy for the NGO to launch its work in Turkey including (Vision, Mission Objectives, Structure, and Methodology of work, Process and Activities plan with the timetable.)
- Design Project Life Cycle for 3 types of work in Turkey
- Design all the working papers that support the Project Life Cycle.
- Training the field partners on Project Cycle management and proposal writing

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*Alissar Event Management – Dubai UAE*

**Dec 11-Feb 12**

### **Freelance Marketing Manager**

- Develop the Sales and Marketing strategy and plans for the Department
- Create good relation with 5 stars Hotels and Travel Agencies in Dubai for event management
- Open new market for the Company such as airlines sectors

**March till June 2010**

*Light and Flower Association for cerebral palsy – Syria*

### **Public relation and Communication free-lancer**

- Build the Public Relation PR and Communication department for the association and train the staff
- Organizing fundraising PR events and Marketing the association for the private companies, schools, restaurants and Banks
- Create good relation with Embassies and other NGOs for funding the running cost of organization's centers.

**Jan till March 2010**

*Zahraa Factory for Furniture – Syria*

### **Marketing Research and Study**

- Build the Sales and Marketing Department
- Do market study and research for Furniture market in Damascus, Aleppo and Lattakia

## **PROFESSIONAL EXPERIENCE:**

**October 2015 until Now**

*POINT Organization-Community development and capacity building-Turkey*

### **Chairman:**

- Leading the board of directors for strategic meetings and issues
- Reviewing and approving the POINT policies and strategies
- Increasing the level of internal control and accountability externally and internally
- Scale up the leadership approach at all levels of the organization
- Enhancing the trust of donors relation and compliances
- Signing new protocols with Governments in all POINT missions

### **CEO – Chief Executive Officer**

- Member of the board of directors.
- Leading of Senior Management team and manage all daily organization operations
- Develop POINT strategies and annual plans for 2021 and 2022
- Develop the internal policies for POINT (Finance, Procurement, HR and administration)
- Establishing new donors relations and submitting new proposals.
- Attending high level of coordination meetings with UN-OCHA, Donors, NCCI and NGO forums in all POINT missions
- Preparing for external auditees, verification visits and spot checks from donors

### **Co-Founder/Portfolio Manager**

- Member of the board of directors.
- Member of Senior Management team
- Develop POINT strategies FY2015 till FY 2017, FY 2018 Till FY 2020, and the new strategy from 2020 until 2023
- Develop the internal policies for POINT (Resource Mobilization, Partnership framework, Monitoring and evaluation framework, and Project Management Policy)
- Managing the Subgrants from our partners and donor relationships.
- Country Budget holder for the POINT programs
- Managing the MEAL team and information management
- Managing POINT programs (Economic empowerment and early recovery, Organization capacity development, Education & protection, and Camp Coordination and Camp Management).
- Lead the Donor cultivation and Submitting proposals for INGOs and Donors.
- Establish new offices in Jordan, Lebanon, Iraq- Erbil, and Yemen.
- Member in committee with OCHA for SPHERE Project training and customizing the Sphere project for the Syria Crisis.
- Member in Syria Early recovery Cluster in reviewing committee for evaluating projects for HRP and funding project.
- Attending the clusters meeting (CCCM & Early recovery) Gaziantep Hub and Iraq.
- Design and Conduct Training in Project Cycle Management, Sphere & Disaster Management, Organization Management, Monitoring & Evaluation, strategic planning, and Resource Mobilization for NGOs.
- Managing one of POINT program the Organization Development Consultancy Program: Working with our INGOs partner to conduct Organization Capacity Assessment OCA, Organization Capacity Development OCD, Developing Local NGO to work within the humanitarian standards, Design Strategies, Structure, policies, and workflow chart process.
- Develop POINT programs technical SOPs
- Reviewing and developing an annual plan of POINT programs in all hubs (Turkey, Syria, Iraq, and Yemen).

**Feb 2015 Oct 2015**

*CARE International – Turkey*

### **Quality / MEAL (Monitoring, Evaluation, Accountability and Learning) Coordinator**

- Co-Lead the Resource Mobilization Committee for CARE-Turkey for Donors mapping & cultivation.
- Develop the MEAL work flow chart for cross border Program.
- Develop the MEAL frame-work and tools for CARE-Turkey and Partners.

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- Defining the roles and responsibilities of the MEAL department in coordination with the Program Department.
- Apply SPHERE, CHS, and HAF principles to all CARE programs.
- Working closely with Program Managers and Quality Manager to increase the quality of the project.
- Developing the Templates and Data-Bases.
- Develop the log-frame for the project and identifying the indicators for projects.
- Needs Assessment for cross border projects and designing the MEAL plan for new projects.
- Work closely with the partners for M&E activities, accountability, lessons learned, databases, and reports.
- Participate in designing and execution of specific studies, assessments, and learning.
- Train partners MEAL staff on the CARE MEAL system and reporting.
- Participating in OCHA working groups (Needs assessment, SAMI, STIMA, and HTAU).
- Co-lead the M&E working group in the South of Turkey.
- Writing the Situation report and fill OCHA 3Ws and 4Ws databases.

**July 2014 until Feb 2015**

***In-Green Program (FUNDED BY USAID) - Turkey***

### ***Program Operation Manager***

- Develop Program Strategy and Program Life Cycle.
- Design the work-flow chart for all department and define the ToRs
- Enhance In-Green Program - Early Recovery, development Mechanism and methodology of the coordination with clusters.
- Write the work plan with the department's Managers and design the papers work.
- Manage the donor's relations to fund new Projects (UNSAID-OTI, QRCs, and SRTF).
- Hiring and selecting the staff according to Program Structure (Projects, Grants, and M&E staff).
- Mentoring and coaching the Project & Grant staff to implement a 6.1 million USD fund.
- Applying the HAP Humanitarian Accountability Partnership principles with our stakeholders and sub-partners.
- Design the databases and the frequency of reports.

**May 13 – May 2014**

***Assistance Coordination Unit - Turkey***

### ***Senior Project Manager***

- Managed and led the PMU(Project Management Unit) team to achieve the goal of the department (10 employees)
- Restructure the department and update the PMU's strategy include the process and flowchart of work.
- Designing new programs and applying the project life cycle process depends on the donor's interests (French, Italy, DFID, UKAID, EU delegation, Qatar, USAID, Danish Government, GIZ, Trust fund, OTI, and MEPI).
- Coaching the stabilization and development programs manager (Education, Civil Defense, Agriculture, Woman empowerment & children protection, Wash and infrastructure, and Peacebuilding).
- Preparing all the reports related to PMU

### ***Monitoring &Evaluation Manager***

- Build up the monitoring and evaluation department within the Donor Relation Unit, in coordination with one of top5 consultant in worldwide for the humanitarian work (Wolfgang Greemann) and write the strategy and all the supporting documents.
- Lead the Monitoring and evaluation team and supporting them with updated training
- Write the proposals and log-frame & project description document for each project
- Prepare the monitoring and evaluation plan for the projects
- Impact evaluation for the projects
- write monitoring progress report and the final evaluation report
- Follow all matters relating to Donor relation.

**Contingency plan** for Syria for all cities in Syria to response as humanitarian needs to the most emergency cases that Syria will faced in 2013 in coordination with OCHA and WFP Turkey.

**Jan 13- Apr 13**

***Qatar Red Crescent QRCS /Turkey Delegation***

### ***Operation and Logistics Coordinator***

- Build and organize all logistics operations for relief and medical programs in Turkey, and make sure their file is complete from logistics forms.
- Focal Point From QRCS to contact with IHH and Turkish Red Crescent organization
- Follow all matters relating to purchase and lease operations for relief and medical programs.
- Prepare a monthly inventory of all materials, furniture, and equipment for the Qatari Red Crescent mission in Turkey.
- Prepare periodic reports on all logistics business by the Qatar Red Crescent in Turkey.
- Fixed assets report for QRCS projects with cost and the proportion of consumption
- Budget for new projects.

**July 10 – Dec12**

***Talal Abu-Ghazaleh &Co. Consulting (TAG- Consultants)- Syria Office***

### ***Economic Business Consultant***

Business Consultant and project coordinator for many projects & studies for several sectors like telecommunication, Real Estate, Shipping, ICT and Datacenter, Education, Tourism and food investment.....Etc.

- Market Studies – Marketing planning – Market research and Strategies- Forecasting supply and demand.

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- Economic Feasibility study: Market study and Technical studies.
- Economic and Business Strategies: Business plan development – Evaluate business plans for SMEs —
- Developing Operation Manual for clients in Management and administrative, Project management and valuation - Capabilities assessment - Impact analysis and risk management – administrative manual and ISO9001.
- Coaching and mentoring for Entrepreneurs -projects
- Soft Skills trainer (Communication, Presentation, time management, and negotiation skills....etc)

### **Business Development Officer**

Make evaluate for departments (Marketing and Project Operations) and make new developments plan for the departments and apply it as projects coordinator, my tasks:

- CRM Customer Relationship Management.
- Prepare the Proposals and the Project charter for the new clients.
- Prepare Marketing plans for 3 projects SMEs ICTIDAR, TAGCA (Tala Abu-Ghazaleh Cambridge diploma for ICT skills) and ITAPP (Information Technology Audit Professional Training Program).

**March 10- July 10**

**UNFPA and Syrian Commission for Family Affairs (SCFA)- Syria**

### **Project Team Member Presenter**

- The Project was to discuss Syrian Youth Problems with Syrian Parliament and international UN&UNFPA Executive Board.

**Nov 07- Jan 10**

**ICRC (International Committee of Red Cross) Damascus Delegation & Syrian Arab Red Crescent**

**(SARC) Headquarter**

### **Communications & Projects Coordinator**

- Trainer Media and Communication.
- Make a manual for the new logo for SARC and how you can use it.
- Make an external campaign for the new SARC logo and Website.
- The communication officer for some significant events like the Gaza Campaign – 8th of May – the sixth conference in MENA zone for Red Crescent and Red Cross societies.
- Create a national working group in Communication from random branches.
- Make the international campaign here in Syria "Our World – Your Move."
- Organize events for eighth May, the international day for Red Cross and Red Crescent.
- Achieve a good network with media agencies (newspapers-websites-T.Vs-Radios).
- Work on social media (Facebook – twitter-YouTube ..... etc.).

### **Head of Two communications Projects For SARC**

**ICRC (International Committee of Red Cross) Damascus Delegation**

- The Foundation Of National SARC Website [www.sarc.sy](http://www.sarc.sy)
- New Logo and Emblem project for SARC

## **COURSES AND CAMPS:**

- |   |   |
|---|---|
| • Camp Coordination Camp Management                         | IOM&CCCM Cluster 2019                       |
| • Managing people and projects within emergencies           | Redr&DIFD Turkey 2014                       |
| • Grants Management and Donor relation                      | Mango Training international UK–Turkey 2013 |
| • Budgeting for Project Proposal                            | Mango Training international UK–Turkey 2013 |
| • International disaster response law, rules and principles | IFRC Learning Platform 2013                 |
| • Volunteering Basic Course                                 | IFRC Learning Platform 2013                 |
| • Safer Access  | IFRC &SARC 2011                             |
| • Disaster Risk Reduction Basic and Advanced                | IFRC &SARC 2008                             |
| • Marketing planning and strategies                         | SEBC with EU 2010                           |
| • Communication Skills                                      | SEBC with EU 2010                           |
| • Communications and Media (Basic Course)                   | SARC 2009                                   |
| • National Introduction Team NIT for Disaster response      | SARC 2009 Camp                              |
| • First aid and Disaster Management within Armed conflicts  | ICRC & SARC 2008 & 2009 Camp                |
| • TOT Disaster management and presentation Skills           | IFRC & SARC 2008                            |
| • Advanced Course in Disaster Management and response       | SARC 2009 Camp                              |
| • Media and Communication Course                            | Training institute for Media ministry 2009  |
| • Project Planning Monitoring and Evaluation course         | SARC & British Red Cross 2008               |
| • Disaster Risk Reduction Basic and Advanced                | IFRC &SARC 2008                             |
| • Disaster Management and SPHER Standers                    | IFRC & SARC 2007                            |
| • Communication and Public Relations Skills                 | Unlimited Horizon Center 2007               |
| • Foundation of NLP course                                  | Unlimited Horizon Center 2007.              |
| • Project Planning Process (PPP) course                     | SARC 2007                                   |
| • International Humanitarian Law IHL                        | SARC 2007                                   |
| • Feasibility Study (Business plan)                         | ALMASAR Center 2006                         |
| • English Business Communication & letters                  | Higher institute of Business Administration |

## **VOLUNTARY & PART-TIME WORK EXPERIENCE**



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### September 2005 till September 2012

#### **Disaster Management Coordinator, Trainer and first Aider**

**Syrian Arab Red Crescent**

- Volunteer since 2005 till 2012
- Member in admin Board for Youth Committee (2008-2009).
- Disaster Management Coordinator 2008 – 2009.
- Member in National Working Group for Disaster Risk Reduction.
- Certified Disaster Management Trainer (SPHER Standers) 2009 until now from IFRC and Sphere.
- First Aider squads' member
- Member in NIT (National introduction team) Disaster Management
- Participated in Syrian Red Crescent response to:
  - Response to Lebanon Crisis 2006
  - Iraqis refugees projects
  - War on Gaza revolution 2009-2010
  - Syria Crisis 2011 – 2013
- HR officer (evaluation and mentoring department)

### June 2010 till July 2011

#### **Entrepreneurs Space Project Manager(Volunteering work)**

**Syria Trust – SHABAB Program**

- The objective of Project is to help the Entrepreneurs to find new channels to promote them Business and make networks with businessmen plus small exhibition to all Entrepreneurs by conference each 2 months

### June 2006 – September 2009

Senior Boy Scout

Syria Scout – Troop 24 Damascus

### Nov 2005- May 2006

Website developer and marketing research assistant

Palmira for marketing research and website development

### Feb 2005- Nov 2005

Sales and Marketing officer

Eldorado for men clothes

### **PUBLICATIONS AND REPORTS:**

- Strategic planning tools to mitigate the Covid-19 impact for NGOs 2020
- MEAL framework for NGO 2015
- Developing the project life cycle policies for NGO 2014
- Camp Monitoring Support Strategy 2013
- Food Security Assessment Methodology 2013
- Strategy for Monitoring and evaluation for NGO work 2013
- Macro-economy report of Syria 2010 and 2012
- Business Model for capabilities assessment 2012
- Micro-Economy report of IT & Telecommunication sector in Syria 2012
- Business Model for SMEs Mentoring and coaching 2012
- Micro-economy report of the education sector in Syria 2011
- Micro-Economy report of the Shipment sector in Syria 2011
- Market Study for Postal Sector of Syria and for many sectors in Syria 2011
- Guideline for how to make business plan and marketing strategy 2010
- Micro-Economy report of the tourism sector in Syria 2010
- Guideline for how to use the Logo for Syrian Arab Red Crescent 2009

### **LANGUAGES:**

**Arabic:** Mother Language.

**English:** proficient

**French:** Beginner

**Turkish:** Beginner

### **COMPUTER SKILLS**

- MS Office (Access Expert, Excel Expert, Power Point Expert, Word Expert, Ms Project, Ms Visio), New Horizons and SBS center.
- Web site design (HTML, Front page, Dream Weaver, and mySQL). SBS center.
- Photoshop and image ready.
- CIW foundation.
- VBA (Visual Basic for Application with Database) + Visual Basic 6 - SQL and Access (Query).

### **REFERENCES:**

Ready upon your request