

AHMED GAMAL IBRAHIM, MSc, RSO

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VERSATILE SEASONED DIRECTOR IN GOV. PARTNERSHIPS, CBRNE SECURITY, BUSINESS GROWTH, LEARNING AND DEVELOPMENT.

A RESOLUTE, HIGHLY TRAINED & ACCOMPLISHED BUSINESS DIRECTOR WITH DEEP RIGOROUS EXPERIENCE IN THE DESIGN, MARKETING AND DELIVERY OF MANAGEMENT, EMERGENCY, SAFETY & SECURITY TRAINING COURSES AND CURRICULUM

PROFILE

Dedicated, highly accomplished Business Director seasoned with +14 years of rigorous experience in the design of Learning, Education, and delivery of Emergency Management, Chemical, Biological, Radiological, Nuclear and Explosives CBRNe Security training and consultancy services. I am a Microbiologist and an associate lecturer with Rome Tor Vergata University and the author of the book, Improvement on CBRNe Learning & Education Management - 2018 and the book Social Media communication during Radiological and nuclear Emergencies – 2020.

Experienced in analysing current or future needs, risks, and threats to public and private sectors, including international governments, military, and civilian personnel, often within hostile & high-risk, HAZMAT & live Chemical, Biological, Radiological and explosives agent environment.

I possess a robust operational skillset, reinforced by two master's degrees in CBRNe protection, from the University of Rome Tor Vergata, for First Responders, decision-makers, Emergency Communication and Crisis Management.

Serve as a Subject Matter Expert, ensuring that appropriate resources are identified and applied to support client training schedules, events and evaluated exercises to provide safe, innovative, and reliable solutions to meet clients' diverse and complex needs.

Finally, I am an effective communicator and dynamic decision-maker, with an analytical leadership style that supported me in coaching and achieved success with business start-ups and expansions.

AREAS OF EXPERTISE

- ◆ Microbiology ◆ Health and Safety ◆ CBRNe and HAZMAT Protection, Detection, Decontamination ◆ Biodefense.
 - ◆ Politics and Leadership directions ◆ Learning and Education ◆ Nuclear Emergency Communication.
- ◆ Decision Making Support ◆ Business Setup Strategy, Development and Scaling ◆ Strategic Alliances and partnership.
 - ◆ E-Learning Portal Web development ◆ Social Media Management. ◆ Entrepreneurship ◆ Mentorship

KEY COMPETENCIES

- Author of [Improvement on CBRNe Learning & Education Management Book 2018](#)
- Author of [Social media emergency communication & crisis management during radiological & nuclear emergencies Book](#)
- Silver and Bronze Medal Certified Radiation Emergency Response and Radiation incident commander.
- I am a kind and firm, Self-disciplined leader & decision-maker with the ability to read between the lines & focus on growth.
- Come with a proven record of business start-ups, besides the ability to fabricate long-term business partnerships.
- Analytical and critical thinker, exercising sound judgment and engaging in high-impact organisational decision-making. "

ACADEMIC ACTIVITIES

- Supervised the master thesis of Daniel A. A. de Vasconcelos from Università Degli Studi di Pisa titled "**Crisis and Risk communication: analysis of Brazilian Government approach to the COVID-19 Pandemic**".
- Supervised the master thesis of Francesco Guarasci from the Ministry of the Interior, titled "**Communication from a practical point of view capable of sharing experience and future evolution in the management of CBRN events**".
- Supervised the master thesis of Dott. Nicola Simone from CREA-IT u.s.s.a. di Pescara, titled "**A new social communication approach during the covid19 health emergency in Italy: strategy and application, with detection of perceptive feedbacks in a population sample**".
- Supervised the master thesis of Antonio Parrilla from Università Degli Studi di Roma Tor Vergata titled "**Infodemic management and Risk communication from an Italian perspective**".
- Supervised the master thesis of Saeed Bin Hadher from Dubai Police, titled "**Climate Changes and CBRN**".
- Chaired the plenary session and table of CBRNe crisis and emergency management, Communication, Investigation and Forensic, Education and Training during the SICC second International Conference Dec. 2020
- Participated with Saman Choudary on the paper titled "**CBRN Events and Crisis Communication: Analysis of Training Needs and Development of Curriculum for Communication Personnel**".

CAREER HISTORY

Rome Tor Vergata University

Emergency Communication Lecturer / LMS Education Manager, Rome, Italy

Sep. 2020 – March 2022

During my Scholarship, I developed and implemented a digital platform for distance learning to train conventional and non-conventional emergency specialists in the CBRN field.

Key Achievements:

- Organised and supervised all the communication and marketing activities of the 2nd Scientific International Virtual Conference on Chemical, Biological, Radiological, Nuclear and Explosives – SICC 2020 From 10-12 December 2020.
- Chaired the CBRNe crisis and emergency management, Communication, Investigation and Forensic, Education and Training sessions during the SICC 2020 conference.
- Supervised and mentored Five students of the first and second level CBRNe master's degree.
- Lectured onsite and virtually Three days course on Social media communication during radiological and nuclear emergencies.
- Developed and recorded Six different Online courses focusing on CBRN, HAZMAT, Emergency communication and radiation safety, hosted on the CBRN Academy portal.
- Represented the University in writing top-notch articles that lead traffic to the University and its partners' websites.

CBRN Academy LTD

Founder / Academic Director, Oxford, United Kingdom

Dec. 2018 – Present

Founded CBRN Academy to help and support the Public, Private and Governmental organisations to predict and respond to their future challenges, learning and development requirement and the design/delivery of health, safety, security, defence, policing, emergency preparedness, and crisis management training courses.

Key Achievements:

- Honoured by His Excellency, Lieutenant General Abdullah Khalifa Al Marri, Commander-in-Chief of Dubai Police for our timely initiative to provide innovative training for the Dubai Police Future Foresight and Decision-Making Dept, as well as Dubai Police Academy at the very start of the Corona Virus outbreak.
- Provided a comprehensive CBRN and HAZMAT introduction training to +30 officer of UAE Civil defence.
- Developed +60 training courses, a web portal to show our courses and our Distance Learning platform Academy.
- Headhunted, alongside my partner, +15 Subject matter expert instructors, 3 partnership agreement and a university.

Brands Cave LLC

Founder | CBRN Learning Growth Strategist, Dubai, Emirates

Jan. 2018 – Present

Founded Brands Cave as a Side project covering all my studies and business marketing activities; at the beginning, it was a small team of designers and web developers as well as digital marketing specialists, then it turned to be my digital Armor that helps me in my work challenges to develop and market for ideas online. Later, it became a linking hub for the new market champions, specifically those who have unique and robust capabilities and need to compete and enhance their digital and business efficiency, visibility and Prospect in today's digital environment that increasing opportunities for entrepreneurs, small and medium businesses to contribute to the community growth with their innovative ideas and projects.

Key Achievements:

- Managed with my team to deliver stable growth with an astonishing brand identity for 20 clients from 9 countries.
- Won a project with Roma Tor Vergata university to manage all their CBRN master activities.
- Built 7 start-ups from scratch, walking with them their journey from the business model canvas BMC brainstorming till having their website running and trading.

AMER – First Track Government Centre LLC

Senior Consultant / Business Mentor, Dubai, Emirates

Mar. 2019 – Aug. 2020

Position and my activities had a blurry edge; it is a cross-cutting role to set up + 20 Million Dirhams business objectives from scratch. To get all the required licences, approvals and full business plans and setup with the Governmental Entities.

Key Achievements:

- Built an entire team that took the centre from 0 transactions to 120 transactions per day, with a very minimal turnover.
- Implement online and offline marketing activities, resulting in a 4.8 Rate of Google Maps and 60 % walk-in customers daily.
- Saved +500,000 AED of expenses yearly with optimising the resources and overseeing the financial projection planning.
- Overcome the most turbulence crisis of COVID-19 without losing our market share nor terminating any of our team members, resulting an increase in team loyalty and a 200% increase of customer satisfaction.

GATEWAY TRAINING AND CONSULTING

Co-founder & Investor, Cairo, Egypt – Amman, Jordan

August 2016 – Sept. 2018

Co-founded Gateway Training & Consulting as part of a lifetime dream project to make a positive contribution to developing countries by empowering the youth and fresh graduates with specialised and unique training programs that nurture them holistically to hone their key skills and be market-ready for potential jobs. Working on a volunteering basis, I support the management across multiple areas of funding, delivering lectures, extending industry partners/alliances, and attracting sponsorship from governmental and humanity Non-profit organisations to develop and spread the program.

Key Achievements:

- Successfully with my team delivered the following practical training (Gateway of Success Program)™ Egypt, Jordan, Sudan, Yemen for 8988 participants.

HOTZONE SOLUTIONS GROUP

Regional Executive Director, Abu Dhabi, Emirates

Jan 2017 – Dec. 2017

Providing strategic vision to the setup, development and successful implementation of the business plans, policies and procedures used by the institute from scratch; I oversee the full landscape of business developmental activities towards the efficient & effective management of day-to-day operations and delivery of key training programs that meet both the company's vision and expectation of its key clients—proactively identifying internal/external issues and drafting SWOT analysis to constantly address such bottlenecks. Key Representative at various international conferences, exhibitions, and workshops, I am also involved in recruiting and onboarding technically & operationally sound, high-performing personnel.

Key Achievements:

- Meticulously negotiated with partner institutes, interpreters, HQ, and the hotels to save 32% of company expenses.
- Built strong ground relationships with business partners at all levels that will support our business continuity and progress in (Austria, Czech Republic, The Netherlands, USA, Italy, Serbia, Belgium, Kuwait, Saudi Arabia, and UAE)
- Negotiated best contracts/deals and liaised externally to build a strong international network of partners and clients.
- Diligently worked to set up the Company Radiation Protection Program and obtain a License for Radioactive Sources by communicating with the Federal Authority for Nuclear Regulatory (FANR).
- Delivered one day workshop on Radiation Safety & Dangerous Goods Transportation for 30 personnel in Dubai Airport.
- Oversaw the design/construction of company booth at IDEX 2013, 2015 and 2017 - The only international defence exhibition and conference in the MENA region showing the latest technology across land, sea, and air sectors of defence.
- Crafted 22 Training Courses holistically covering Radiation Safety as per the Quality Standard of Abu Dhabi Centre for Technical and Vocational Education and Training (ACTVET).

Regional Business Manager - Abu Dhabi, Emirates

Jun. 2014 – Jan. 2017

Collaborating closely with the General Director to steer the Group's Middle East Office to deliver key business operations, Logistics, targets and KPIs within time & budgetary constraints, I was responsible for the development & dissemination of critical annual plans and key marketing/developmental strategies in the seamless management of day-to-day operations. I have drafted proposals & quotations to ensure positive client response towards purchase orders. I further worked with the HQ under the supervision of the general director in the development and implementation of prices & budgets for an assortment of key Programs.

Key Achievements:

- Spearhead the design, delivery, and support of over 49 key training/courses/interpretations across UAE, Qatar, Oman, KSA, Kuwait (GCC) and Europe for Presidential & National Guards, Police, Chemical Defence, Ministries of Health, Law Enforcement & various Custom Authorities.
- Delivered practical training, interpretation, and equipment demonstrations on the HOT-ZONE (Hazard Contaminated Area) for 18 training courses in Chemical & Radiological Protection.

Marketing Manager - Abu Dhabi, Emirates - The Hague, Netherlands

Jun. 2011 – Jun. 2014

Spearheading the full spectrum of marketing, business development and client relationship activities, I create/implement strategic CBRNe marketing plans & operational budgets and facilitate corporate communication through marketing and client services program; additionally, Logistics, overseeing E-Marketing and the marketing database to further client relations.

Key Achievements:

- Extensively coordinated international training and worked as Arabic to English Hot-Zone interpreter.
- Created the company ID, Profile, Business cards, Brochures, Crafted the Website, professional network expression.
- Volunteered to be the official HOT-ZONE professional photographer, videographer where all the photos and videos that I shoot now is worldwide used by the company for presentations, Website, Videos, and training online demonstrations.
- Created the Company 1st and largest CBRNe Organised Classified Photos Library (PNG, RAW, JPEG, PSD, GIF) that was officially used for all different company occasions from very large high-resolution files to small Symbols.

APEX DUBAI & PERFECT LINE INTEGRATED BUSINESSES

Marketing Executive, Dubai, Emirates

Jul 2010 - May 2011

Overseeing the entire marketing channel's activities, from advertising through to direct mail, I undertook market analyses to study competitors and consumers in-depth, with a view to innovate market strategies and generate additional sales.

Key Achievements:

- Worked with business leaders and managers to identify training needs, gap analysis and trends within the business; both in Technical & Management Courses
- Undertook vendor registration for new clients within UAE; Negotiated the terms of an agreement and closing sales.
- Strengthened business networks by consulting with professional societies and proactively using professional websites.
- In-charge of all the marketing channels and activities from Advertising, Direct Mail and Social networks.
- Created the company marketing strategy for 2011 training plan to generate sales revenue and meet company objectives through making customer research, market conditions, budget, & implementing the marketing plan

PIONEER COMPANY & START POINT

Marketing Executive/ Manager, Cairo, Egypt

Jun 2007 - Jun 2010

In charge of Marketing Solutions for the Medical Department, I worked with the business innovation team to develop new product ideas and conduct market research to assess the viability of such potentials. Responsible for training new candidates and revising the database of customers, I organised various events, conferences, job fairs, seminars, and exhibitions.

Key Achievements:

- Developed key strategies and delivered excellent after-sale services to maximise sales & enhance customer satisfaction.
- Assisted in the effective distribution of marketing materials across the internet, governmental and industrial chains.
- Supported high level Physicians Doctors, Hospitals, Medical Clinics, and professional medical personnel to start up their own business through direct suggestion for the budgets, proper location choice, Advertisement and medial support and choosing their own ID marketing profile.
- Participated in developing marketing plans & strategies, besides sourcing and securing sponsorship.

ACADEMIC HISTORY

PhD in Political Communication, Media and Democracy Research Group, Pompeu Fabra University, Barcelona. Expected 2024

M.Sc. in "Protection against CBRNe events" for **First Responders**, Tor Vergata University, Rome - Italy 2017

M.Sc. in "Protection against CBRNe events" for **Decision-makers**, Tor Vergata University, Rome - Italy 2018

B.Sc. in Microbiology, Faculty of Science - Zagazig University, Sharkia - Egypt 2008

Biology Degree Secondary, Oraby Military School, Sharkia - Egypt 2004

(Refer Appendix for Certification Summary)

HONOURS & AWARDS

Silver Medal for Radiation Protection & Emergency Response, Seibersdorf Laboratories - Austria 2015

Bronze Medal for Radiation Protection & Emergency Response, Seibersdorf Laboratories - Austria 2015

LAT CWA Medal for excellence as a Live Chemical Warfare Agent, Hotzone Solutions Group, The Netherlands 2013

Gold Medal for achieving three stars in employees rewarding system, Xianle for High Tech. Industries - Egypt 2007

MISCELLANEOUS INFORMATION

IT/Computer Skills: MS Office Suite, Google Suite & Windows & MAC OS (Advanced), Adobe Suite - Photoshop, WordPress, SharePoint, MS Project, ASANA, Slack, Puffer, STEM, WISER, Lightroom,

Language Skills: English (Full Professional Proficiency), Arabic (Native) & French/Italy (Elementary Proficiency).

APPENDIX

Summary: Professional Training, Courses & Certifications

Institute	Learnn' Digital Academy / Udemy	Location	Online
Certificate	Social Media Diploma / WordPress LMS master Diploma	Date	Nov. 2020
Institute	eDX Online – University Level Courses	Location	Online
Certificate	Deep understanding of Nuclear Energy	Date	June 2018
Institute	Vinca Nuclear Research Institute	Location	Serbia
Certificate	Advanced Radiation Emergency Response Course open & sealed Sources	Date	May 2017
Institute	NATO Joint CBRN Centre of Excellence	Location	Czech Rep
Certificate	International Radiological Assistance Program Training for Emergency Response	Date	May 2017
Institute	Roma Tor Vergata University – Department of Industrial Engineering	Location	Italy
Certificate	CBRNe Investigation and mitigation	Date	Jan. 2017
Certificate	Communication and information in case of CBRNe events	Date	Jan. 2017
Certificate	Communication and information in case of CBRNe events	Date	Jan. 2017
Certificate	CBRNe Risks - The Point of View of First Responders	Date	Mar. 2016
Certificate	Radiological and Nuclear Agents - Events and Operations	Date	Mar. 2016
Certificate	Chemical and Biological Agents - Events and Operations	Date	Jun. 2016
Certificate	Explosives Agents, Events and Operations	Date	Sep. 2016
Certificate	Detection, Protection and Decontamination of CBRNe Agents Equipment & Techniques	Date	Sep. 2016
Certificate	Software and codes (STEM, WISER, HOTSPOT) for CBRNe emergencies	Date	Nov. 2016
Institute	International CBRNe Institute	Location	Belgium
Certificate	Non-Proliferation & protection Against CBRN Materials, International Scopes.	Date	Oct. 2015
Certificate	HAZMAT Protection Training Course	Date	Feb. 2016
Institute	Siebersdorf Laboratories / Zwentendorf Nuclear Power Plant	Location	Austria
Certificate	Nuclear Power Plant Emergency Preparedness	Date	Feb. 2016
Certificate	Radiation Protection and Emergency Response for Incident Commanders (Silver Level)	Date	Apr. 2015
Certificate	Radiation Protection and Emergency Response for Intervention Personnel (Bronze Level)	Date	Apr. 2015
Institute	Vyshcov Military Research Centre (CWA Live Agent Training Centre)	Location	Czech Rep
Certificate	Advanced Chemical warfare Live Agent (LAT-CWA)	Date	May 2013
Certificate	CBR IED EOD live Agent Training for EOD Operators	Date	May 2015
Institute	Hotzone Solutions Group	Location	Emirates
Certificate	Protection against Biological Warfare Awareness Course	Date	Feb. 2013
Certificate	CBRNe awareness course	Date	Jul. 2012
Certificate	Basics of Radiation Safety Awareness Course	Date	Feb. 2012
Institute	HRD Academy, Centre of Learning Excellence	Location	Egypt
Certificate	Communication, Teamwork, Responsibility and Perseverance Skills Program	Date	Aug. 2009
Certificate	Time Management and Goals Setting Program	Date	Dec. 2008
Institute	Chicago Training & Consultancy Institute / Project Management Institute - USA	Location	Emirates
Certificate	Project Management Professional Certificate	Date	Dec. 2013
Institute	National Centre of Clinical & Toxicological Research / National Research Centre	Location	Egypt
Certificate	Scientific activities of clinical Environmental Toxicological Research	Date	Feb. 2009
Certificate	Genetic Engineering & Biotechnology research	Date	Nov. 2009
Institute	Optimal Solutions for Information Technology Education	Location	Egypt
Certificate	Microsoft Power User	Date	Aug. 2008
Certificate	Basic Introduction to use Adobe Photoshop	Date	Nov. 2008