

VITA

Murad S. D. Samhuri, PhD, PMP, CSCP, IFI



Associate Professor - Industrial Engineering Department, German Jordanian University - GJU

Dr. Samhuri received his BSc and MSc degrees in industrial engineering from the University of Jordan and PhD degree in Industrial & Systems engineering from Queen's University, Ontario, Canada.

Dr. Samhuri is a **certified supply chain professional (CSCP)**, **certified IFI winning proposals**, and a **project management professional (PMP)**, and has more than 15 years of experience of industrial and management consulting and training in the fields of economic growth and development of micro, small & medium enterprises (MSMEs), home-based businesses (HBBs), women-owned businesses and social enterprises, local communities, design and implementation of sustainable businesses, support facilities and market systems, process mapping, business process re-engineering (BPR), design and implementation of export development systems, industrial facilities design and development, project management, enterprise application integration (EAI), enterprise resource planning (ERP), business planning and innovation and evolution of competitive advantage, innovation concept and process, research and development (R&D) process, evolution in industry project management, supply chain management, operations management, project budgeting, safety engineering and management, and technical and managerial reporting.

Dr. Samhuri has a long experience of more than 10 years in concept design, writing winning proposals, project management and implementation of economic development and economic inclusion projects funded by different International NGOs and development agencies. He is also highly-experienced in business needs assessment and diagnosis, value chain analysis (VCA), market systems and research, capacity building and training programs, conducting growth, development and transformation projects along the whole growth pipeline for several manufacturing, trade and service sectors in Jordan, and for different projects' sizes (i.e., home-based businesses, startups, micro, small and medium enterprises)

PERSONAL DATA

Permanent Address: Naur, Amman, Jordan
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Birth: October 01, 1975

Marital Status: Married

Citizenship: Jordanian

Hobbies: Football, Swimming, Cycling, Reading

EDUCATIONAL BACKGROUND

High School Amman, Jordan. Graduated July, 1993 in the top one percent.
School: Islamic Scientific College
GPA: 95.6 out of 100.

College

BSC. in Industrial Engineering, University of Jordan.
Graduated January, 1998 in the Top ten percent of my department.
GPA: 3.29 out of 4.00

MSC. in Industrial Engineering University of Jordan, Amman Jordan. Graduated October, 2000
In the top one percent of my faculty.
GPA: 3.94 out of 4.00

PHD: in Industrial and Engineering, Management, Queen's University, Kingston, Ontario, Canada. Graduated July, 2005.

Certified Supply Chain Professional (CSCP)
Project Management Professional (PMP)
IFI Winning Proposal

Scholarships

A scholarship from the Ministry of High Education in Jordan to study Engineering at the University of Jordan, 1993 – 1998.

A scholarship from the Hashemite University of Jordan to get PhD degree from Queen's University, Canada, 2002 – 2005.

EMPLOYMENT HISTORY

- **Feb. 2016 – Present:** Associate Professor, Industrial Engineering department, SATS, German Jordanian University (GJU), Amman, Jordan.
- **Sept. 2019 – Present:** Director of Accreditation and Quality Assurance, German Jordanian University (GJU), Amman, Jordan
- **April 2011 – April 2014:** Associate Professor, Industrial Engineering department, The Hashemite University, Zarqa, Jordan.
- **Sept. 2005 – April 2011:** Assistant Professor, Industrial Engineering department, The Hashemite University, Zarqa, Jordan.
- **Sept. 2002 - May 2005:** Teaching Assistant, Department of Mechanical and Materials Engineering, Queen's University, Kingston, Ontario, Canada
- **June 2004 - Dec. 2004:** Research Assistant, Department of Mechanical and Materials Engineering, Queen's University. (MMO Interact project, Decoma Auto systems, Belleville, Ontario, Canada).
- **Sept. 2003 - May 2004:** Lead Teaching Assistant, Instructional Development Center, Queen's University, Kingston, Ontario, Canada.
- **Sept 1999 - May 2000:** Teaching Assistant, Industrial Engineering Department, University of Jordan, Amman, Jordan
- **Jan. 1998 - Sept. 2002:** Production manager, Metal forming industry, Amman, Jordan
- **Jan. 1996 - Jan. 1998:** Production engineer, Metal forming industry, Amman, Jordan.

CONSULTING & TRAINING EXPERIENCE & CREDENTIALS

During the course of my previous projects, I developed focused experience in the following tasks:

- Assessing, designing and developing standard **operational procedures (SOPs) using process mapping** for different **trade and industrial sectors** including all the necessary supply chain functions and according to the **International best practices**.
- Designing and implementing **customized business growth-oriented diagnosis tools** for evaluating the MSMEs business pillars and identifying the growth opportunities and market directions.
- Adopting and customizing **business needs assessment (BNA) and audit tools** for evaluating the local growth and development readiness tailored to the micro, small and medium companies.
- Conducting complete **inclusive economic growth and business development programs** of home-based businesses (HBBs), micro-, small and medium (MSMEs) in all **growth-oriented aspects** including business, administration, technical and soft skills.
- Working directly with the MSMEs **business owners** (i.e., designing and conducting **capacity building programs, training, coaching and mentoring**) for these MSMEs managers and staff.
- Supporting **inclusive enabling environment for job creation through economic inclusion** projects.
- Conducting detailed **assessment, mapping, and analysis of COVID-19 impact** on businesses and on **women-owned enterprises** in particular along with **detailed recommendations and prioritized actions**.
- **Supporting and capacity building of refugees and locals entrepreneurs and startups** in Jordan through focused training and mentoring stages until developing **viable and bankable business plans**.
- Performing complete **business diagnosis** and developing **growth/scale-up action plans** and **customized capacity building/training/coaching programs** for MSMEs in different trade, service and manufacturing sectors.
- **Composing, preparing, adapting and customizing different types of training materials** according to the final beneficiaries' needs and requirements (i.e., business startups, entrepreneurship, and business growth).

- Performing **complete entrepreneurship assessment, training, and business plans preparation** for local and refugees entrepreneurs and start-ups to support them start and expand their businesses.
- Dealing with **women business owners issues including cultural and gender issues** (e.g., women Home-based businesses (HBBs) and MSEs in the local communities) through different types of services (i.e., assessment, training, coaching, consulting, and mentoring).
- Designing, building and implementing **sustainable support facilities (social enterprises)** for different business sectors in Jordan. These support facilities are designed and constructed to help and support certain business sector and/or business size to grow and be **self-sustainable through implementing sustainable and technical activities** along all of their **value chain components**.
- Customizing, developing and establishing **sustainable business solutions and market systems** that are focused onto all the business sustainability aspects (i.e., financial, institutional, policy and technical).
- Developing and implementing **creative market systems and market linkages** through different **sustainable market channels** (i.e., online market, physical retail stores, innovative distribution solutions, agreements with big department stores, ...etc).
- Building **strategic plans** for the **public sector organizations and boards**.
- Developing **diagnostic studies and value chain analysis (VCA)** on enhancing value-added production and operations in different sectors.
- Conducting **baseline studies** for different business sectors (i.e., trade, services and manufacturing).
- Encourage **Business Networking/Outsourcing/Clustering** through successful examples and growth capacity requirements. To open new sustainable doors and sales channels for the different business sectors in Jordan to expand locally, regionally and globally through implementing the sustainable key activities.
- Performing **end-market assessment, market attractiveness, local market competitiveness analysis and market linkages and matchmaking** for the women HBBs and MSEs using desk and field research. This involved thorough analysis and attempts with the private sector business owners to get full insight of the reasons behind their unwillingness to hire women and to convince them to perceive women in a better way and to get aware of the women capability and capacity.

- **Business Development Expert:** Developing, managing and writing technical and financial proposals, and leading the proposals' design and development team to generate winning proposals. This experience could be summarized as follows:
 - A 6-year experience of leading and managing the design and development of winning proposals with 90% success rate.
 - A 4-year experience of developing and writing winning proposals to USAID programs (i.e., USAID LENS and USAID JCP).
 - A 3-year experience collaborating and coordinating with large American consulting companies and consortia to design concepts and develop proposal as the lead local partner in Jordan for submitting the application package to **(USAID Business Growth – BG Activity, USAID Economic Reform Activity – ERA, and the upcoming USAID – Iqlaa project)**.
 - *Certified IFI Winning Proposal*
 - Specialized in building risk plans and mitigation procedure for all types of economic development and inclusion projects, and recently the mitigation measures to adapt to COVID-19 pandemic challenges.
 - Excellent experience and connections with multiple donors, INGOs, public and governmental entities, CSOs, BSOs, and private business organizations (micro- and SMEs).
 - Primary and secondary research specialist and desk review expert
 - Experienced in constructing M&E systems and establishing KPIs.
 - Strategic planning specialist
 - Long experience in constructing and implementing pre-teaming and teaming agreement with large and small consulting US organizations

PREVIOUS PROEJCTS' EXPERIENCE & TASKS

- ***Building Strategic Plan, Business Model, Procedures' Manual and Marketing Plan for the Contractors' Training Center (CTC) of the Jordan Contractors and Construction Association (JCCA) – GIZ***

Role: Lead Consultant

The project was funded by the GIZ to support the **JCCA contractors training center (CTC)** in order to develop and expand their business through constructing a five-year strategic plan, 2-year implementation plan, a sustainable business model, procedures' manual and a sound and profitable marketing plan, **taking into consideration the relationship with international and local organizations including the technical and vocational skills development commission (TVSDC) and other vocational training (TVET) providers.**

- ***Process Mapping and Business Process Reengineering for the Supply Chain Functions at The Jordan Bromine Company (JBC) – Ghor Safi – Jordan***

Role: Lead Consultant

The project was funded by the JBC for **evaluating and redesigning their supply chain functions** according to the **international best practices in supply chain management** in order to be able to upgrade their ERP system to an international enterprise application solution. The project included reviewing the current (As Is) procedures and building the As Is process maps then improving the whole supply chain functions and building the To Be SOPs and their corresponding process maps to be approved and accredited by the top and middle management for real implementation. This work involved **long interviews with the key business owners and managers** in order to understand the current situation ad them to get their feedback on the proposed improved process maps.

- ***Business Process Reengineering for main operational functions at Jamil Al-Qudsi and Al-Rudaini Co.***

Role: Process Mapping Expert

This project aimed at assessing the **trade and supply chain functions** at (Dr. Jamil AL-Qudsi) and (Al-Rudaini Trading Co.) for medicinal oils. The work included building **As Is and To be SOPs and process maps** in order to solve **the sales, marketing, warehousing, and customer service problems** at the company in order to qualify them **for granting franchise in the Arab World.**

- ***Assessment and Improvement of operations for implementing the ERP Solution at Bahrani Group***

Role: Business Process Reengineering Expert

The project involved **evaluating and developing the whole trade and logistics and operations procedures for five different companies under Bahrani Group** (trade, assembly and manufacturing). The work included **understanding, redesigning and implementing the new proposed SOPs and process maps** to make sure that all the procedures are up to the new international ERP system.

- ***Economic Inclusion of Youth and Local Populations through Inclusive Procurement Measures - Training Service Provider in Jordan – EBRD – In Progress***

Role: Technical Lead & Inclusion Consultant

The project will provide training opportunities within the construction industry (water stations) for **200 unemployed young people**, across the two water investment projects (i.e., Ain Ghazal and West Irbid Projects). The technical approach is tailored to suit the required specific objectives of this project; confirm the training curriculum and schedule; screen and selection of candidates for training; deliver classroom-based training (pre-site sessions); examine and certify the trained candidates; coordinate with and assist (1) the Contractors with the transition of trained and certified candidates “from classroom to the site” and (2) other Stakeholders; and update on the impact of the inclusion initiative.

- ***Assessment of COVID-19 Impact on Women-owned Businesses – Center for International Private Businesses (CIPE) – In Progress***

Role: Technical Lead

The project was to assess the economic impact of the COVID-19 pandemic on **women-owned registered enterprises (Micro, small and medium, MSMEs)** in Jordan. During this project, CMC conducted a detailed impact assessment of COVID-19 pandemic on **women’s formal MSMEs in Jordan and on the ecosystem in which they exist**, analyze the alignment of on-going and planned economic response in the public and private sectors to the unique needs of women-owned businesses, and Informed CIPE’s programming and the advocacy efforts of JFBPW on the prioritized set of recommendations.

- ***Consultancy services for the delivery Branding and marketing design – ACTED in collaboration with Jordan Packaging Center (Jopack) – In Progress***

Role: Technical Lead

The project was set out to conduct In-house strategy workshop in order to identify sales strategy and understand main points of sales, target customers and marketing tools needed for **7 cooperatives working with microenterprises and HBBs in the food processing sector** in order to conduct in-house workshop to identify marketing barriers and gaps (Strategic environmental analysis & identify the marketing barriers and gaps), and will develop and deliver marketing plans for each cooperative and will finally conduct refresher and coaching sessions for each cooperative where needed in order to provide guidance and support for them to implement the marketing plans successfully.

- ***Building and Implementing a complete strategic plan, business model and marketing plan for a self-sustaining self-financing contractors' training center (CTC) – GIZ – In Progress***

Role: Strategic Planning and Business Development Expert

The project set out in order to support the contractors' training center that is affiliated by the Jordan contracting and construction association (JCCA) in Jordan in establishing and implementing a complete and comprehensive strategic plan that can upgrade the center's business model and activities through short and long-term implementation plan that can achieve financial and institutional sustainability.

- ***Job creation for youth and women through improvement of business environment and MSMEs competitiveness – UNIDO***

Role: Concept and project architecture designer/Technical Lead

Value chain analysis (VCAs) towards improving of business environment of women and youth in the micro and small competitive sectors in Jordan (i.e., garment, cosmetics, and medicinal & aromatic plants) of the garment sector; study of market potentials, decision making and program design tool, identification of the bottlenecks and gaps in reaching potential customers and financial assistance organizations in Jordan.

- ***Diagnostic Study on Enhancing Value-Added Production and Export in Jordan's Manufacturing Sector – EBRD***

Role: Concept and project architecture designer/Technical Lead and VCA expert

Develop two comprehensive diagnostic studies of the value chains for the selected manufacturing value chains/subsectors (i.e., **Cosmetic and food sectors**). To conduct comprehensive diagnostic studies with primary and secondary research tools, to perform comparative and competitive analysis of these sectors, to produce complete SWOT analysis and

forecast scenarios, benchmarking, growth capacity , mapping, export destinations' identification, and draw recommendations and action plans for these sectors to grow their exports.

- ***A Baseline Study for the Garment Sector in Jordan – EBRD***

Role: Proposal Developer, Technical Lead and MSMEs economic growth expert

To establish a comprehensive baseline study for the garment industrial sector in Jordan . To conduct detailed desk and field research of the industrial micro-, small, medium and large garment firms in Jordan in order to establish a comprehensive standard baseline study for the sector in Jordan that is useful for drawing the future development directions and strategies for this sector.

- ***Home-based businesses Sustainability - HBBs Support Facility and Social Enterprise USAID LENS***

Role: Concept Designer and Technical Lead and Project Director

Building self-sustaining self-financing support facility for the women home-based businesses in Jordan which will be a hub for all women HBBs all over the country. This support facility was designed and implemented by Princess Taghreed Institute (PTI) in order to establish a technical and sustainable hub for the HBBs in Jordan. This support facility will provide complete technical and sustainable services for the women HBBs in Jordan. More importantly, this support facility will ensure more equitable and safer working environment for the women HBBs and entrepreneurs. This facility adopts a creative sustainable mechanism for enabling environment and enforcement of laws and regulations to support the women HBBs in front of the public and private sectors and organizations. This facility will also serve as the main market linkage and channel for these HBBs by utilizing different creative market systems (i.e., flagship stores, convenience markets shelves, online shops, agreement with malls,.....etc). The facility will also empower these women HBBs by providing advocacy for women's rights in Jordan.

- ***Development of Women Home-based Businesses in the Host Communities - Locals and Syrian Refugees – USAID LENS***

Role: Technical Lead and Project Manager

Food Processing Home-based Businesses (HBBs) Development in the Host Communities - Northern Governnorates. Training on cooking skills, Packaging and labelling concepts, marketing and digital marketplace tools. Classify and map out the selected food and non-food based HBBs, Identify the final list of HBBs based on type of supply, Conduct training on cooking skills and product design for HBBs to develop new products and the digital marketplace tools, Increase HBBs awareness of food safety standards and ISO 22000 and HACCP standards, and packaging

& branding, Identify an array of packaging options and assess their feasibility Work with HBBs on managing the packaging requirements, upgrading their ability to manage packaging sustainably, provide innovative transportation solutions and test and certify the food products of these HBBs in order to help them legalize their businesses.

- ***Development of Women HBBs and Women Exporters in Amman - Central Governorates – USAID LENS – 2017/2018***

Role: Technical /Export Development Expert, and Project Manager

Supporting Women HBBs and MSEs in Amman. Classify and map out the selected HBBs, and assess the potential new end market for these HBBs and women-based MSEs to grow locally and externally, Identify the final list of HBBs based on type of supply, Conduct training on packaging, branding and export management for women HBBs and MSEs to expand their businesses, perform visits of HBBs/women-owned food processing facilities and to other successful food processing HBBs and small food factories, Identify an array of packaging options and assess their feasibility Work with HBBs on managing the packaging requirements, upgrading their ability to manage packaging sustainably, provide innovative transportation solutions and create linkages to the new end markets in the food value chain, test and certify their products, and support them in the legalization process.

- ***Improve Employment Opportunities (IEO) in Jordan - Taqaddam Project. Ministry of Foreign Affairs - Netherland / Jordan – SPARK – 2017/2018***

Role: Technical Lead, Concept Designer and Curriculum Development Expert

This project was performed through three main phases, Outreach and reach of 2000 micro and small enterprises MSEs and VSEs in different governorate in Jordan including Syrian refugees-owned enterprises, selection and diagnosing of the MSEs based on the eligibility and suitability criteria, building action plan for the selected 300 MSEs , training of these 300 MSEs on 8 different business growth modules. Each VSE and MSE provided with a detailed action plan for growing its business including training, business coaching, consulting and technical assistance services and a detailed access to finance list for linking them with potential donors and financing institutions that provide suitable and creative financial solutions.

- ***Refugee Entrepreneurship Program (REP) - Dutch Charity Lottery / Jordan – SPARK – 2018***

Role: Proposal Developer, Concept Designer, Technical Lead and Curriculum Development Expert

As part of the Entrepreneurship and Business Development Activity (EBDA), 140 MSMEs from Jordan and Syrian refugee community were supported through assessment, training, business plan competition, and access to finance components of the activity. This project was performed to support 140 entrepreneurs and existing businesses from local citizens and Syrian refugees in Jordan. The project includes four different phases: Reach and assessment, training (material preparation, introductory training, business training, and business planning training), business plan competition (BPC), and pitching, networking and access to finance.

- ***Food Processing Home-based Businesses (HBBs) Development in Karak -Southern Governorates – USAID LENS – 2017***

Role: Technical Lead, Project Manager and Curriculum Development Expert

Training on cooking skills, Packaging and labelling concepts, create linkages - Southern Governorates. Classify and map out the selected HBBs, and assess the potential new end market for these HBBs to grow, Identify the final list of HBBs based on type of supply, Conduct training on cooking skills and product design for HBBs to develop new products, Increase HBBs awareness of food safety standards and ISO 22000 and HACCP standards, and packaging & branding, Perform visits of HBBs to other successful food processing HBBs and small food factories in Karak, Identify an array of packaging options and assess their feasibility Work with HBBs on managing the packaging requirements, upgrading their ability to manage to formalize and legalize their businesses, Provide innovative transportation solutions and create linkages to the new end markets in the food value chain, and support them in the legalization process.

- ***Local Restaurant Capacity Upgrading – Tourists’ Food Destination - USAID LENS – 2016/2017.***

Role: Technical Lead, Project Manager and concept designer

This project aimed at selecting, assessing and designing a complete touristic food destination in Naur area – Al-Adaseyeh district. A very detailed destination assessment was conducted (i.e., location, layout, structural, architectural, and technical) for the targeted tourists’ destination. Depending on the assessment results, A complete and comprehensive designs were performed for the food destination (i.e., Destination Al-Adaseyeh), taking into consideration to achieve the most efficient and effective tourist-friendly concept along with introducing innovative recreation, food products and customer servicing ideas. The outcome of this project was a full assessment document of the targeted touristic area, complete (Destination – Al-Adaseyeh) designs, and complete upgrade plan for the destination and the individual restaurants to be an attractive touristic destination.

- ***Restaurants' Capacity Building – USAID LENS – 2017.***

Role: Technical Lead, Project Manager and Curriculum Development Expert

This project was a continuation of the previous project (Tourists' Food Destination). This project aimed to increase support the individual local restaurants to upgrade to a level where they can attract the tourists and visitors. A detailed capacity building program was conducted for these restaurants towards enhancing their internal and external layouts and decorations, list of items in their menus, food health and safety, sales techniques, customer servicing and communications skills in order to be able to provide and promote their restaurants to tourists and visitors as appropriate. Different innovative tools, skills, products, packaging solutions, and layout upgrades were proposed, designed and implemented in order to achieve the ultimate objective of rendering these restaurants to be tourists-destination. Moreover, a complete technical assessment was conducted for these restaurants' equipment and tools that are necessary for them to upgrade to this touristic level, and then provided the USAID LENS with comprehensive list of detailed equipment to be purchased and delivered to these restaurants. Other goals of this project were to revenue to restaurants, create job opportunities for local residents, promote restaurants' products, foster linkages between different economic actors, and deliver essential food-related skills and other soft skills to about 100 trainees from restaurants.

- ***Development of Strategic Plan for Year 2015 - 2020 for National Tourism Development (NTD)***

Role: Strategic Planning Consultant

Building a five-year strategic plan for the National Company for Tourism Development. Building mission, vision, values, strategic objectives, operational objectives, initiative, KPIs, and action plan for all the activities of the NTD in order to develop a complete national strategy and strategic plan for the tourism in Jordan

- ***Designing and Developing M&E System for JEDCO Programs in Jordan – EU JEDCO - 2013***

Role: Operational Standards Expert

Consultancy Services for Developing a Result-Based Monitoring and Evaluation System for JEDCO's Programs in Jordan. This project is designed to provide the capability and capacity of JEDCO to monitor and evaluate the strategic implementation, progress, and performance of the different EU-funded projects under JEDCO's responsibility in terms of both technical and financial aspects and reporting.

- ***Firm Level Assistance to Export to the EU (FLA1 + FLA2) – USAID JCP – DAI – 2017/2018***

Role: Project manager and export development consultant

Conduct outreach/reach for the most competitive industries in the food, cosmetic, chemicals, plastic, packaging, and engineering industries sectors in Jordan, and perform detailed assessment and audit to all 42 companies interested to export to EU, develop a list of recommended interventions per company for the companies, lead communication and coordination with Market/Sector consultant/Subcontractor located in the EU and share information to match between the market audit and company export audit to select the build market entry strategies and tools to each potential exporter, and conduct detailed coaching and mentoring for these enterprises to secure real export opportunities in the EU

- ***Business Associations Capacity Building Implementation Support: Export Readiness Assessment and Training of the ICT Sector – JADE/Int@J - 2019***

Role: Export development and compliance expert/trainer

To conduct assessment of the ICT enterprises' barriers and export readiness to International markets with a focus on the EU markets. To perform data analysis and produce findings and recommendations report. To develop an export readiness training material to include the main export readiness matters. To provide a training workshop for (Int@j) members and staff on the main export development subjects and the export assessment findings, and the ability to measure the effectiveness of the material on the targeted firms.

Other Experience and Projects

Date	Country	Client	Project Name and Brief Description	Employer	Role of Consultant	Execution period	Status
2016	Jordan	USAID - LENS	Good Manufacturing Procedures (GMP) for Food Processing Industries	USAID - LENS	Project Manager	3 Months	Done
2012/2014	Jordan	QUDS Paints Industries Co.	An Automated Dry-mortar tower	Quds Paints	Project Director	12 Months	Done
2011/2012	Jordan	(TOP) Arab Technical for Plastics Industries (Furniture Plant/Plastic Chairs and Tables)	Production planning and Control, and Inventory Control system	(TOP) Arab Technical for Plastics Industries	Design of production planning and Inventory control systems	6 months	Done
2011/2013	Jordan	QUDS Paints Industries Co.	Research and development (R&D) Upgrading and European certification	Quds Paints and Jordanian enterprise development corporation (JEDCO)	Project manager and R&D trainer	12 Months	Done
2010 - 2014	Jordan	Bahrani Group	Implementation of an ERP system	Bahrani Group	Project Manager and Quality Assurance Manager	24 months	Done
2010	IRAQ	Advanced Prefabricated Caravans (Prefabricated Furniture Plant)	Project Costing System	Bahrani Group	Design and implementation of project costing system for inside and outside (interior furniture)	6 months	Done
2010 - 2011	Jordan	George Abu Zeid	Implementation of an ERP system	George Abu Zeid	Steering Committee, and Quality Assurance Manager	6 months	Done
2010	Jordan	PALCO	Warehouse Management System (WMS)	NAFIS	Design and Implement the system	4 months	Done
2009 - 2010	Jordan	PALCO	Layout design (Redesign of a new layout for	JUMP	Design and Implement the system	6 months	Done

			the production and warehousing areas)				
2009-2010	Jordan	QUDS Paints	Design of a Balanced Score Card (BSC) System	NAFIS	Design	6 months	Done
2008 - 2009	Jordan	QUDS Paints	Design and implementation of a computerized Maintenance Management system	JUMP	Design and implement the system	4 months	Done
2009-2010	Jordan	QUDS Paints	Implementation of an ERP system	QUDS Paints	Steering Committee, and Quality Assurance Manager	12 months	Done
2008 - 2009	Jordan	QUDS Paints	Layout design (Redesign of a new layout for the production and warehousing	QUDS Paints	Project Manager	12 months	Done
2007	Jordan	PARTLOCK (Specialized Furniture plant)	Layout design (Redesign of a new layout for the production and warehousing	NAFIS	Design and implement the system	3 months	Done
2008	Jordan	HABOUB Air Conditioning	Capacity Planning (Design of a capacity requirements planning system CRP	NAFIS	Design and implement the system	3 months	Done
2008	Jordan	Protech (Specialized Furniture Plant)	Product Design and Project Implementation	Protech	Product design and implementation supervisor	6 months	Done
2004-2005	Canada	Decoma AutoSystems	Improvement of quality of headlights	General Motors	Project Manager	12 months	Done
2006-2008	Jordan	Arab Potash Company	Intelligent Predictive Maintenance System	Arab Potash Company	Researcher	24 months	Done

Research Interests

Applications of artificial Intelligence and soft computing on the Automation and Manufacturing Systems, Robotics, and Automatic Control Systems. Maintenance Management systems, Management Information Systems (MIS), Project Management and knowledge Eng.

Training Experience

Business Entrepreneurship
Business Planning
Business Mindset
Innovation
ICT for Business
OSHA and Occupational Safety
Occupational and Engineering Safety Management.
OSHA International Industrial Safety Standards.
British Safety and Health Standards
Industrial operations diagnosis and troubleshooting
Industrial process technical analysis
Scheduling and strategic management
Operational and production scheduling
Work Flow and Simplification
Total Quality Management (TQM)
Project management skills
Project budgeting and cost estimation
Project evaluation and feasibility Study
Computer applications in project management
Management Information Systems (MIS)
Enterprise Application Integration and ERP
Supply Chain Management (SCM)
Supply Chain Management System (SCMS)
Technical Writing Skills
Balanced Score Card (BSC) and Applications
Managerial Correction
Customer relationship management (CRM)
Managerial reporting
Maintenance Management

Consulting Experience

Process Mapping
Business Process Reengineering (BPR)
Economic growth, MSMEs Development
Export Development & Compliance
Sustainable Solutions for Businesses
Market Systems and Research
Business Process Reengineering (BPR)
Enterprise Application Integration (EAI)
Enterprise Resource Planning (ERP)
Strategic and Business Planning

Production Planning and Control (PPC)
Warehouse Management System (WMS)
Facilities Planning and Layout Design
Cost Accounting Systems
Service Quality Management (SERVQUAL)
Balanced Scorecards System
Maintenance Management System (MMS)
Industrial project management
Industrial and technical certification (ISO,
HACCP, CE, and TUV)
Industrial Research and development, QC/QA
Industrial Innovation and design of experiments
(DOE)
Computerized Maintenance Management
Systems (CMMS)
Automated Production Systems and Lines in
Process Industry

Computer Skills

Autocad, Cadkey, Solid Edge, 3D Studio,
Fortran, Visual Basic, Labview, Matlab,
Simulink, dSPACE, Promodel, PowerPoint,
Word, Excel, MasterCAM, Visio, and
dSPACE, Microsoft Project MSP, and
Crystal Ball.

Publications

- 1) **Murad Samhouri**, Lujain Al-Arabiati, and Farah Al-Atrash, 2022. Prediction and measurement of damage to architectural heritages facades using convolutional neural networks, *Neural Computing and Applications*, Published Online June 12, 2022, <https://doi.org/10.1007/s00521-022-07461-5>
- 2) Al-Dalalia, S., Zhenga, F., Aleid, S., Abu-Ghoush, M., **Samhouri, M.**, Ammar, A. 2018. Effect of dietary fibers from mango peels and date seeds on physicochemical properties and bread quality of Arabic bread. *International Journal of Modern Research in Engineering & Management*. 1(2): 10-24.
- 3) Abu-Ghoush, M ., **Samhouri, M.**, Al-holy, M., Abashir , A. and Abdelhafez, E.. 2017. Formulation and evaluation of coating content and Their distribution on chips products by automated Inspection using fuzzy-based image processing. *Journal of Food Process Engineering*. 40 (1), e 12302
- 4) **Abu-Ghoush, M.**, Al-Dalalia, S., Aleid, S., Samhouri, M **2017**. Dietary Fibers Effect from Mango Peels and Date Seeds on Rheological properties of Arabic Bread Quality: A Novel approach on applying Fuzzy Modeling in Studying Rolling/Folding. *European Academic Research*, 4(11): 9947-9969.
- 5) Abu-Ghosh, **M.**, **Samhouri, M.**, Al-Holy, M., Albashir, A., and Abdelhafez, E “Formulation and Evaluation of Coating Content and their Distribution on Chips Products by Automated Inspection

using Fuzzy-based Image Processing”, *Journal of Food Process Engineering*, Published Online, 2015.

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