



People-Centric

Sales Strategist, Marketing Consultant, Coach, Communications Specialist



High energy, passionate Sales & Marketing professional with a Ph.D. & MBA, and 14+ years of experience in Marketing & Sales as well as 8+ years experience teaching, coaching, motivating, and leading curriculum design.

People-Centric
the
difference
that makes
the
difference in
training



Name:

Function:

Zahra Jiwani

Sales Strategist, Marketing Consultant, Presentation Skills Specialist, Product Manager, Communications Consultant

Languages:

- English, French, Italian, Swahili, Kutchi

**Educational background
Certifications:**

- **Ph.D., MBA, Bcomm.**
- **Ph.D. in Marketing** (France)
- **Master of Business Administration** (Canada)
- **Bachelor of Commerce in Marketing and International Business** (Canada)

**Core competencies and
specialisations:**

- Sales Strategies and Effectiveness
- Communications & Presentation Skills Development
- Course Design and Development
- Business Development
- Coaching & Mentoring
- Qualitative & Quantitative Research Methods
- Goal Setting Strategies
- Millennial Marketing
- Simulation and Gamified Learning
- Consumer Behaviour Analysis
- International Marketing
- Marketing Strategy
- Product Management

Career experience:

- 14 years of Marketing & Sales in Global Healthcare Industry (Africa, Canada & Middle East)
- 8 years of teaching experience in Canada at the University of British Columbia and Simon Fraser University - (top ranking professor)
- 3 years of teaching experience in Paris, France at ISEG University– (top ranking professor)
- Published author for Children's Educational Books
- Published Research in Marketing related areas