



# Profile

**Sameera Ali Baba**

Play Think Learn



## A Brief Profile

Sameera is an ambitious entrepreneur who has developed her career in training, especially in projects aiming towards empowering the youth development, leadership skills and self-development; she has managed major projects on national and regional level in the last 6 years with targeted number of beneficiaries exceeding 8500 trainees and over 1000 training days in total.

During her earlier career stages she acted as key accounts executive at Legend PAPI “March-1999” until her last official position as an employee at Bahrain Institute for Banking & Finance as Special Projects and Business Development Manager. Sameera has accumulated over 22 years of experience in Management, Training and Development, Marketing, Sales, Business Development & Customer Service Field, today she is the owner and the “Chief Initiatives Officer” in her own company (Mubadara for Business Consultancy) and she provides consultations services and highly contextualized training workshops for many organizations both locally and regionally in both Arabic and English, developed to match the cultural and environmental background of her audiences.

In addition, she has experience in delivering Leadership and Management (ILM-UK) trainings, Sales and Marketing programs with Institute of sales Management (ISMM-UK) and Coach Training Programs by Association of Coaching-UK and co-delivered programs which are approved under International Coach Federation (ICF).

### Field Experience:

Sameera presents over 180 practical, high-energy training workshops and programs targeting over 1500 participants each year in many domains.

Recognized locally as one of the aspiring thinkers in the field of training and development, coaching, and marketing and sales. She has been featured regionally in multiple programs to empower youth, entrepreneurs, young professionals and other fields executives & professionals.

She applies the concept of (Play Think Learn) strategy in delivering her trainings, where trainees are required to perform 80% of the concepts learned during the sessions via highly interactive activities and role plays then reflect their learnings, such model enables trainees to better learn and have an in-depth understanding of the learning outcomes.

Sameera was named one of the top 100 women influencers in Bahrain in years 2017-2018-2019 by Business in Gulf and The Start Up magazines for her contribution in training field.

## Qualifications

- **Academic Qualifications:**
  - BSc in Marketing & Management – University of Bahrain
- **Professional Qualifications:**
  - Certificate of Completion in Applying the Quality Matter Rubric-Quality Matters.
  - SHRM Certified Professional - CP
  - Professional Certified Coach by International Coach Federation– PCC-ICF (USA).
  - Diploma in Leadership & Management from Chartered Management Institute (UK) – Level five.
  - Diploma in International Protocol Manager – Protocol School of Washington-USA.
  - Certified Organizational Coach by Association of Coaching (UK)
  - Experienced Trainer with (ILM) and (ISMM) both are UK based awarding bodies
- **Membership/Affiliations:**
  - Sameera is a board member in Bahrain Society for Training and Development, she is handling the Director of Professional Development and Youth Leadership Programs and Past President of ICF Bahrain Chapter (2018-2020).

## Clients Served

### MAJOR CLIENTS SERVED (MC):

- Qatar Finance and Business Academy
- Golden Trust - Bahrain
- Seed Institute - Bahrain
- Beckett McInroy Consultancy - Bahrain
- Origin Training Center - Bahrain
- Nama International Institute - Oman
- Al Mashreq Training - Bahrain

The Followings are the clients which I served through our **(MCs)**:

- Ministry of Education - Qatar
- Aspire - Qatar
- Al Ahli Bank - Qatar
- Ministry of Education - Qatar
- Qatar Central Bank - Qatar
- Ministry of Economy & Commerce - Qatar
- Qatar Olympics Committee - Qatar
- Ministry of Finance - Qatar
- Barwa Bank - Qatar
- Qatar International Islamic Bank - Qatar
- Khaliji Commercial Bank - Qatar
- Kawader – Qatar Finance & Banking Academy - Qatar
- Rowdha – Injaz Qatar - Qatar
- Qatar Rail - Qatar
- Qatar Financial Center - Qatar
- Qatar Development bank -Qatar
- Jawad Business Group - Bahrain
- Electricity and Water Authority - Bahrain
- Bahrain International Circuit - Bahrain
- Al Ghalia Group – Dessange - Bahrain
- Ebrahim Khalil Kanoo - Bahrain
- Zain - Bahrain
- British School - Bahrain
- BMMI - Bahrain
- Foulath - Bahrain
- Bahrain National Gas Company - Bahrain
- Bahrain Airport Company - Bahrain
- Bank of Bahrain and Kuwait - Bahrain

## Why Sameera?



### Training Areas of Expertise:

Sameera has designed and facilitated many training programs throughout her career, below is a list of few areas:

- Creative Thinking
- Innovation
- Emotional Intelligence
- Customer Service Excellence
- Communication Skills
- Creative Problem Solving
- Leadership
- Marketing
- Teamwork
- Event Management
- Time Management
- Stress Management
- Business Model for Start ups
- Presentation Skills
- Sales

## Training Facts:

### Training Delivery Methodology

All workshops are highly interactive in nature; the training is delivered via various tools such as:

- Presentations
- Role Plays
- Class room and group discussions
- Handouts
- Exercises
- Videos
- Case Studies

### Assessment Tools

Pre and post training assessment is available to all trainings based on client's unique planned objectives to measure the learning outcomes of the training sessions to its attendees.

### Training Language

The workshop will be delivered in both (Arabic and English) according to the client's request

Play Think Learn

## Contact & Connect

For feedback or to Book for training work-  
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