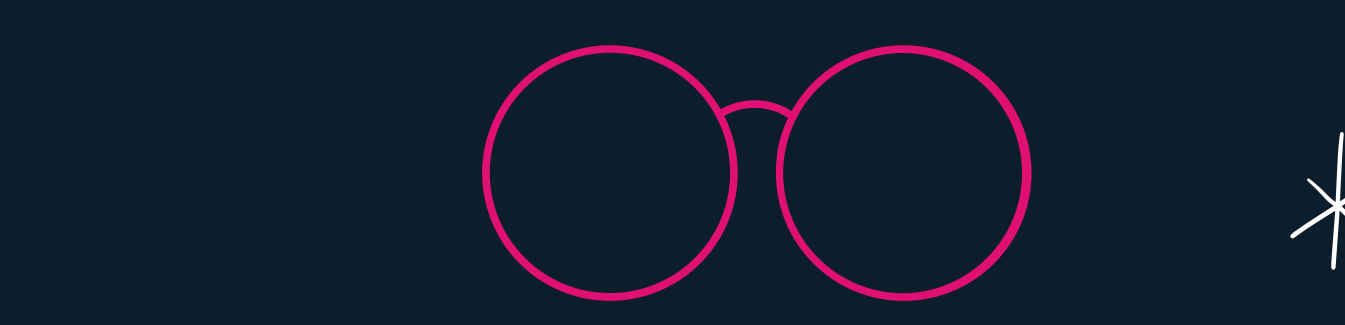


Amir Massoud



Training  
Portfolio



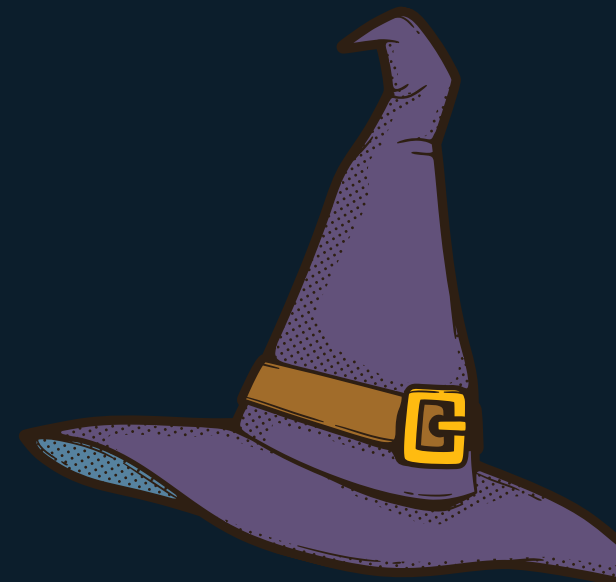
Trainer  
Learning Experience Designer  
Game Designer  
Business Consultant

# My Background

\* Hi, I'm Amir Massoud 🖐️ — a Certified Corporate Trainer, Instructional Designer, Facilitator, and Game-Based Learning Designer with 14 years of professional experience across Business Development, Commercial Strategy, Project Management, Leadership Development, and Corporate Capability Building. 🎯

Throughout my journey, I've delivered 2,000+ training hours to 1,000+ participants, designing practical and experiential learning experiences built around real business challenges, simulations, storytelling, learning games, reflection, and actionable tools.

My strength lies in turning complex business concepts into engaging, relevant, and applicable learning experiences — from Training Needs Analysis and instructional design to learning journey development, facilitation, simulations, and evaluation. 💡



# My wand



With 14+ years of professional experience, my background is rooted in business development, commercial management, growth strategy, sales, pricing, partnerships, and business planning. 🚀

I have built business development and commercial functions from the ground up, developed go-to-market strategies and commercial operating models, led multidisciplinary teams and supported the commercialization of 3 startup products across different business environments.

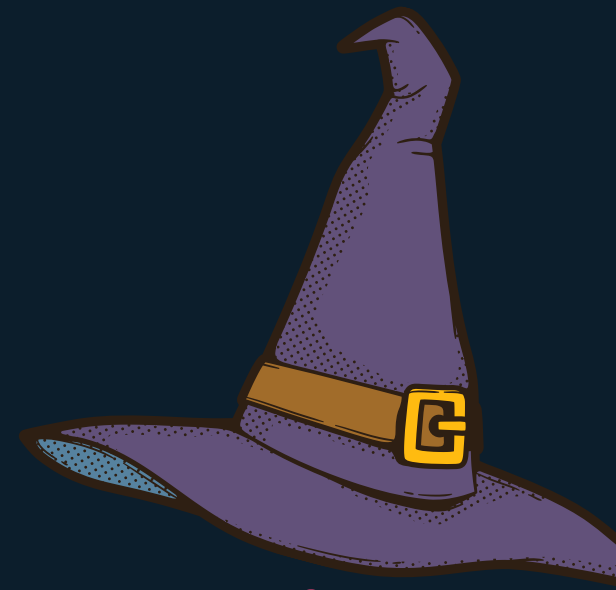
📈 My commercial track record includes contributing to **87.5% year-on-year revenue growth**, while personally generating approximately **42.5% of the annual revenue** through directly opened and closed business. 💰

Through disciplined pricing, commercial planning, and execution, I contributed to achieving approximately **45.6% gross margin** and around **16.8% net profit margin**. I have also built a complete **BD operation from scratch** — covering CRM structure, sales workflow, pricing, and market penetration — and developed a recurring client portfolio while sustaining an acquisition rate of approximately 2–3 new clients per month.

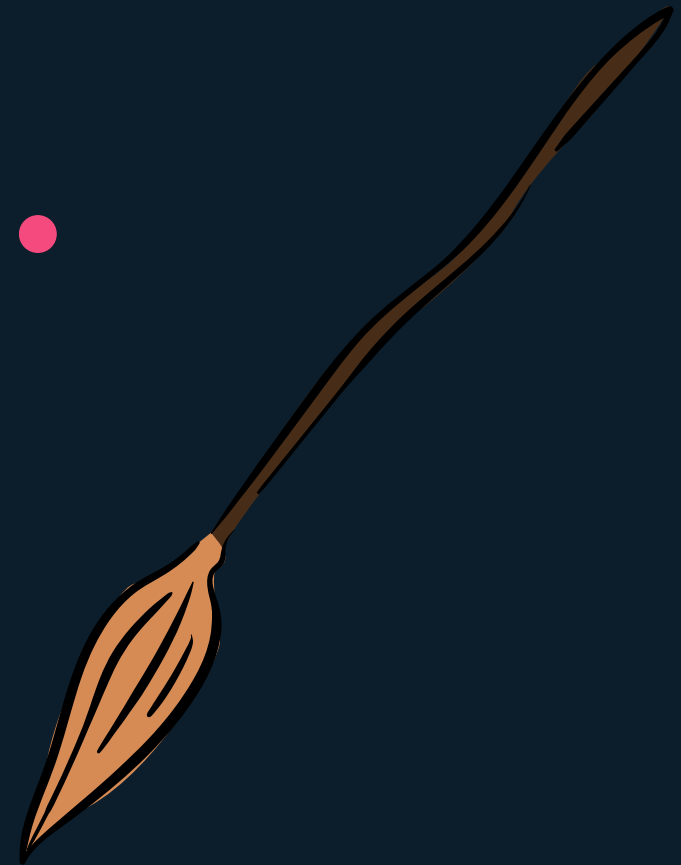
🤝 My experience also includes business modeling, revenue forecasting, P&L planning, strategic partnerships, investor pitching, fundraising support, and end-to-end commercial leadership from opportunity identification through negotiation and closure.



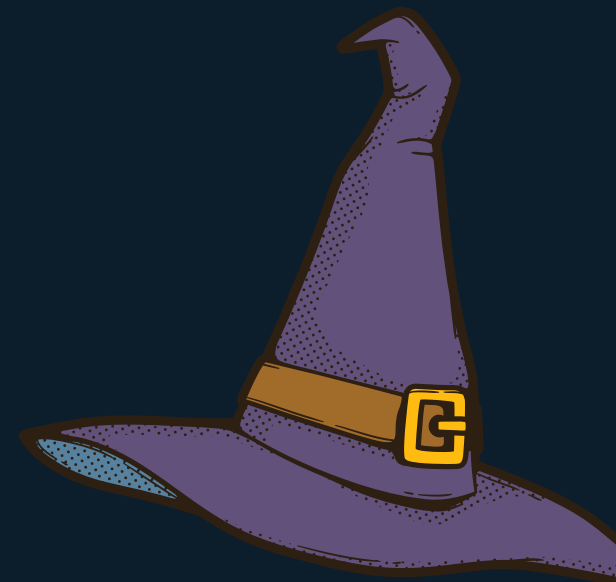
# My Tech Spells



-  **Microsoft PowerPoint** — Advanced presentation and pitch-deck design
-  **Genially** — Interactive presentations and learning experiences
-  **Microsoft Excel & Google Sheets** — Reporting, analysis, dashboards, and commercial tracking
-  **CRM Creation & Architecture** — CRM structures, pipelines, stages, and workflows
-  **Automation Design** — CRM and business-process automation
-  **AI & Generative AI Tools** — Content creation, research, productivity, and workflow enhancement
-  **Adobe Photoshop** — Visual design and image editing
-  **Adobe Premiere Pro** — Video editing and learning-content production
-  **WordPress** — Website development and management
-  **Bitrix24 & Salesforce**



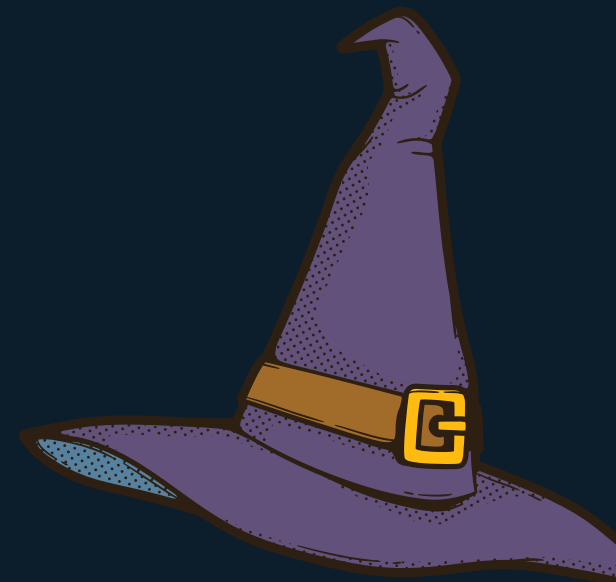
# My Functional Spells



- 🎯 Business Development & Growth Strategy
- 🚀 Go-to-Market Strategy
- 📊 Revenue Forecasting, Projections & Target Setting
- 💰 Pricing Strategy & Commercial Modeling
- 🤝 Strategic Partnerships & Business Alliances
- 👥 Commercial Team Leadership & Performance Management
- 📁 CRM Process & Sales Workflow Design
- 💡 Business Model & Revenue Model Development
- 📦 Value Proposition & Service Packaging
- 🤝 Negotiation & Deal Closing
- 📊 KPI & Performance Framework Development
- 📅 Project Planning & Cross-Functional Management



# My L&D Spells



- 🔍 Training Needs Analysis — TNA
- 🧠 Instructional Design
- 🗺️ Learning Journey Architecture
- 🎯 Learning Objectives & Outcome Design
- 📖 Curriculum & Training Program Design
- 🔄 Experiential Learning Design
- 🎮 Game-Based Learning & Gamification
- 🧩 Simulation Design
- 🎭 Role-Play & Scenario Design
- 📁 Business Case Development
- 📖 Facilitator Guide Development
- 🎤 Corporate Facilitation
- 📖 Storytelling for Learning
- 🎨 Training Presentation & Visual Learning Design
- 👤 Executive & Corporate Audience Adaptation



# My Horcruxes



Certified Instructional Designer  
City College Oxford



Certified Professional Trainer  
The Catalyst



Certified PMP  
NaviGrowth - PMI



# Topics Delivered



## Project Management

Project management fundamentals, PMP concepts, project mindset, planning and execution, stakeholder and risk management, project communication, agile mindset, sprint planning, adaptive planning, and change response.

## Business Development & Sales

Business development fundamentals, B2B and B2C sales cycles, prospecting, pipeline management, persona and value proposition design, USP, negotiation, partnerships, pitching, storytelling, KPIs, and OKRs.



## Leadership & Management

Leadership essentials, leading effective teams, situational leadership, delegation, accountability, coaching and feedback, motivation, psychological safety, trust building, and driving results through others.

## Problem Solving & Decision Making

Problem framing, root cause analysis, critical and analytical thinking, decision-making tools, decision criteria, stakeholder analysis, prioritization, bias awareness, risk-based thinking, and business case analysis.



# Topics Delivered



## Communication & Collaboration

Effective and assertive communication, difficult conversations, conflict management, collaboration, cross-functional teamwork, presentation skills, business writing, internal branding, storytelling, and influence.

## Customer Experience & Quality Mindset

Customer service mindset, customer experience awareness, quality mindset, handling customer scenarios, service communication, complaint handling, and cognitive biases in customer interactions.



## Change, Resilience & Mindset

Change management, agility, growth mindset, resilience, emotional intelligence, adaptability, ownership, accountability, self-leadership, time management, attention management, and prioritization.

## Training Design & Facilitation

Training needs analysis, instructional design, learning journey design, intended learning outcomes, experiential learning, game-based learning, simulation design, facilitation skills, trainer preparation, and evaluation tools.

# Learning Order



THE KPI INSTITUTE



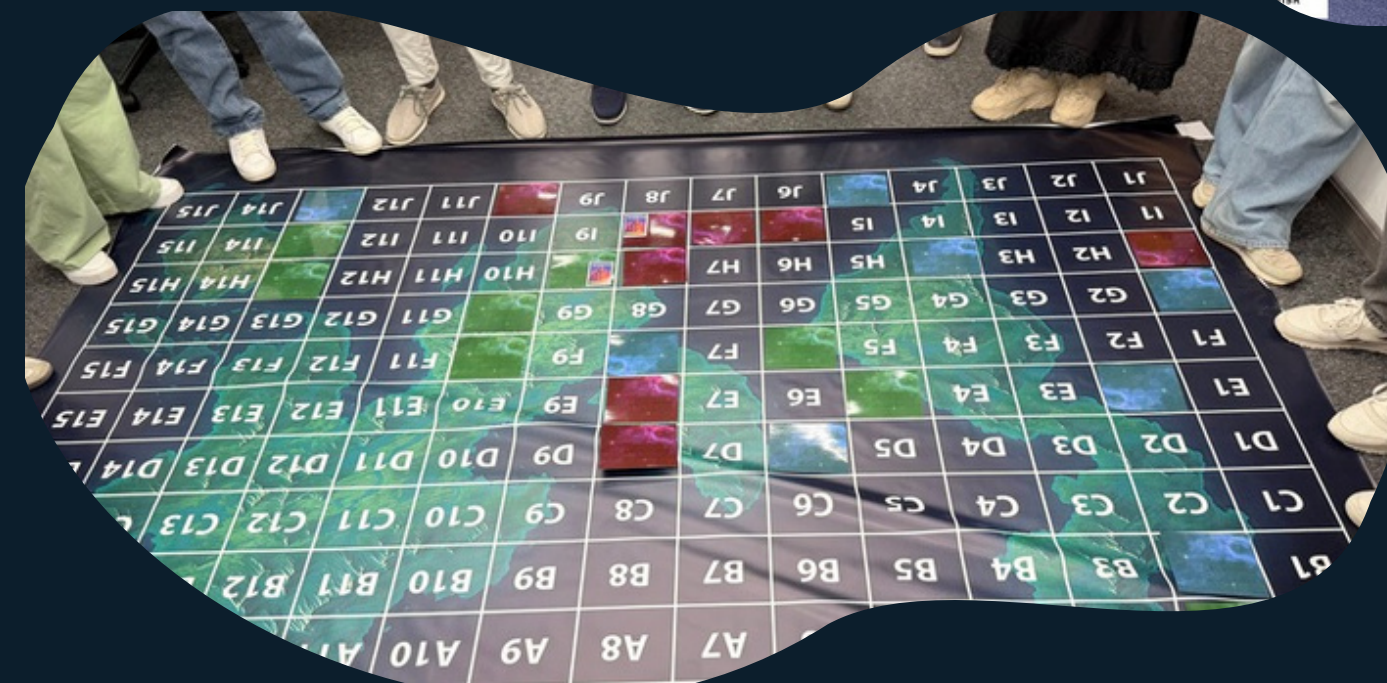
# Learning Order

## New Earth GBL Day

Designed & Delivered one day  
Game Base Learning Experience  
for the Project Management Team  
to Simulate the agile projects and  
Scrum Method through an  
experiential GBL Board Game.



[LINK](#)



# Learning Order

## 3 Days BootCamp



Designed & Trained ATIB Board OF Directors C Tier of different set of skills including Agility, conflict management & Strategic Planning in 3 days experiential learning experience.

 LINK



# Learning Order

## Sherlock Holmes Tailored Program



Designed & Delivered 3 Days tailored Program for problem solving through simulation experience into the theme of Sherlock Holmes, simulating real operational problems into storyboard cases.

[LINK](#)



# Learning Order

## Problem Solving & Decision Making

Designed & Trained 2 Days tailored program of problem solving & Decision making through experiential learning experience and hands on applications and cases.



# Learning Order

## Valeu Successors Program

Designed & Trained 3 Days  
tailored for employees children,  
for career readiness & Project  
Management skills into  
experiential learning experience

[LINK](#)



# Learning Order

## Futute Hero

Being Part of Future Hero Program for 2 years, creating experiential learning experience to practice project Management Skills into simulation learning experience.

[LINK](#)





# Summoning Charm

 Your Next Learning Adventure Awaits — Owl Me.



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