

HAZEM AL AMAYREH

Pharmacist | Talent Management & L&D Leader | Certified Trainer

Hazem Al Amayreh is a pharmacist by education and a talent management and learning and development leader with more than 17 years in the MENA pharmaceutical sector. After earning his Bachelor of Pharmacy from Jordan University of Science and Technology (JUST), he worked as a medical representative from 2009 to 2012, then moved into first-line sales management through 2015. He subsequently led regional learning, sales effectiveness, and talent development work at Hikma Pharmaceuticals and Dar Al Dawa. He currently serves as MENA Talent Management Senior Manager at Dar Al Dawa.

That progression gives Hazem a practical understanding of the path from pharmacy graduate to medical representative, people manager, and organizational leader. He has delivered more than 1,400 training days to over 10,000 professionals and people managers across 15 countries. His work includes commercial capability, leadership and coaching, performance management, onboarding, career development, and employee development programs.

FOR PHARMACEUTICAL COMPANIES AND PHARMACISTS

For organizations, Hazem designs learning around the skills teams need on the job: communication with healthcare professionals, professional selling, territory and account management, coaching, decision making, and manager effectiveness. For individual pharmacists and early-career professionals, his sessions connect scientific knowledge with workplace readiness, interpersonal skills, confident presentations, and the practical demands of field roles.

His facilitation combines cases, role plays, simulations, games, quizzes, and interactive assessments with face-to-face practice. He has also created more than 10 adaptive online courses using AI-enabled learning platforms, helping participants continue learning beyond the workshop. As founder of iDevelop MENA, he brings this experience to training partners and organizations seeking applied development programs.

CERTIFICATIONS & SPECIALIZATIONS

- Project Management Professional (PMP®) - Project Management Institute (PMI)
- Learning and Development - HRCI
- Master British Certified Trainer Masterclass - CPD Standards Office
- Certified Training Professional - American Certification Institute (ACI)
- Learning Experience Design (LXD) Specialization - University of Michigan
- Online Learning Design for Educators Specialization - Macquarie University

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