

Sahar Andrade, MB.BCh

Social Media Consultant for Small Businesses at Sahar Consulting, LLC

Greater Los Angeles Area, CA, US

Diversity& Inclusion|Leadership training|Social Media Marketing|Social Media Training|Public Speaker|Culture Competence

Biography

The subject of diversity is often confined to the worlds of academia and human resources. In those worlds diversity is not always seen in a positive light. In fact, some see it as a touchy subject to be pushed aside. I see diversity in a different way. Born overseas, I come to the subject having lived and worked on three continents. I know that diversity is the fuel that lights creativity--that sparks the whole organization to embrace all viewpoints and stretch the organization's inventiveness and imagination. After all, I say, "Much time and funding is spent trying to get corporate staff to break out of rigidity and find creative solutions. When that staff is diverse, creativity is a natural process." I am primarily a certified e-marketer and a certified social media strategist who has turned diversity into a leading edge asset, helping corporations widen their worldview and compete across continents. I hold a Double Bachelor (Equivalent to Masters) in Medicine& Surgery with Minor in Psychiatry from the University of Cairo, and have successfully completed a Mastery of Human Resources Studies Certificate Program. I am also certified as an E-Marketer and as a Social Media Strategist Let me show you how to transform your organization into a diverse and energized "innovation machine" with effective communications I also help companies increase their revenues by applying my expertise in marketing, social media consulting, strategic communications, sales management, to create better awareness to their products, services and brand identity. I am strong in creating marketing/ sales campaigns and developing new business that have resulted in additional revenues of over \$ 2.5M for "Astra Corporate Management" during the last 2 years employed there. To enhance image and brand positioning, I utilize both traditional marketing & social media marketing to carry out the company's vision, mission and strategic goals. Clients served overseas: Coca-Cola, GSK, Bayers, Citibank, GE, Motorola, Procter& Gamble, Ernst& Young. Visit my website at: <http://www.saharconsulting.com>

Availability

Keynote, Workshop, Corporate Training

Industry Expertise

Management Consulting, Corporate Training, Corporate Leadership

Areas of Expertise

Global Leadership Speaker, Diversity& Culture Competence Speaker, Social Media Marketing Speaker

Affiliations

Board Member of NAAHR National Association of African Americans in Human Resources
Committee Member for the BNL (Burbank Neighborhood Leadership Program) for the City Of
Burbank Member of ?National Organization of Women: NOW. Cema member Board Member,
California Diversity Council

Sample Talks

Effective Communications

Effective Communication to any organization is like the spinal cord to human beings, without it the organization is paralyzed. The business case for effective communication is: Changing demographics, Civil laws change, Globalization, outsourcing, Mergers and Acquisitions, Political Environment and many more To have proper communication the barriers and obstacles have to be removed- Solutions are not hard to come by if we know the root of the problem

Event Appearances

Dream, Dream, and achieve your goals
Women Leadership Conference 2013

Leading Through Adversity
Diversity Summit

Leading From Within
Women Leadership Conference- LA County

Education

The American University in Cairo
Diploma E-Marketing

Cairo University of Medicine
MB.BCh Double Bachelor Medicine and Surgery

Inbound Marketing University
Certificate Inbound Marketing - Social media

Universal School
Certificate Diversity Training

Cairo University of Medicine
Double Bachelor of Sciences: Internal Medicine and Surgery- Major Psychiatry Medicine

CeMA

Certification E- Marketing

Inbound Marketing University

Certification Social Media Strategy

Accomplishments

Public Speaker

Speaks at many domestic and International conferences about Diversity, Culture Competence and leadership as well as Social Media Marketing

Testimonials

Joshua Fredenburg

I had Sahar serve as a leadership workshop presenter and guest panelist for our annual Circle of Change Leadership Conference this past year. Her amazing wealth of knowledge and wisdom not only received great reviews from all the student leaders that had an opportunity to hear her speak, but they continued to rave about her on facebook as well. I highly recommend Sahar for any speaking opportunity! She is an amazing women that gives her clients 110% at all times. And, she will get you the results that you desire!

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