

Resume



Business Information

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Academic Record

- **Fulbright Scholar** (Grant completed July 2010)
- **Ph.D.:** University of Texas at Arlington (2006).
 - Major-field: Marketing.
 - Minor-field: International Business.
 - Dissertation: The Value of Customer Co-production in Developing New Products.
- **M.B.A.:** University of Texas at Arlington (2003).
 - Concentration: Marketing.
 - Dean's Honor List.
- **Bachelor of Science:** Kuwait University: College of Science (2000).
 - Major-field: Computer Science.
 - Minor-field: Marketing.
 - Honor List.

Positions at The College of Business Administration – Kuwait University

- Supervisor of the Entrepreneurship and Innovation Unit at The Center of Excellence in Management (September 2015 – March 2017)
- Coordinator of the Students' Advising Committee, Department of Management and Marketing, College of Business Administration, Kuwait University (Sept 2017-Current).
- Director of the Office of Students' Training and Alumni (OSTA) at the College of Business Administration (Fall 2010 – December 2013).
- Consultant for the Accreditation Maintenance Unit at the College of Business Administration (Academic year of 2008 - Current)
- Coordinator of the cultural committee in the Department of Management and Marketing at the College of Business Administration, Kuwait University (Academic year of 2007/2008 , 2011 - 2014).

- Member of the scholarship committee and the accreditation committee at the College of Business Administration, Kuwait University (Academic year of 2007/2008 - Current).
- Supervisor of the Students' Marketing and Management Club at the College of Business Administration (Feb 2007 – 2009).
- Supervisor of the Executive Seminar Unit at the College of Business Administration (Center of Excellence in Management) Kuwait University (Spring 2007 – Fall 2007/2008)
- Assistant Professor of marketing Kuwait University, College of Business Administration (Sept. 2006 - Current).

Work Experience

a. Academic

1. Assistant Professor in the Department of Management and Marketing, College of Business Administration, Kuwait University (Sept 2006 – Current).
2. Vice President, Society of Doctoral Business Students, University of Texas at Arlington (2005 – 2006).
3. Graduate Teaching Assistant, College of Business Administration, Kuwait University (spring and summer, 2001, full-time).
4. Teaching Assistant, College of Business Administration, Kuwait University (summer 2000, part-time).

b. Consultation

- 1- Board member at The Diplomatic Institute, Ministry of Foreign Affairs, State of Kuwait (Sept 2021-Current)
- 2- Member of "New Kuwait" Advisory team for the Public Relations and Communications committee (October 2018 – February 2019).
- 3- Marketing mentor and trainer at Cubicle Services (May 2018 – August 2019)
- 4- Consultant for Grassroots Marketing Agency (GAA) (January – May 2018). Tasks performed include:
 - Reassessing the general strategy of the agency.
 - Preparing the new strategy of the agency.
 - Coaching the founders.
 - Redesigning the offerings (services) of the agency.
 - Preparing the new design of the agency's website.
 - Preparing job descriptions.
 - Interviewing new recruits.
- 5- Academic Advisor for the Council of Service Hero, a unique concept that collects the voice of customers on service standards and reports the rankings of several service industries (June 2017- Current).
- 6- Consultant to act as the Vice President for Professional Development and Continuing Education Division of KFAS Academy (Previously known as Kuwait Virtual University), a non-for-profit company owned by Kuwait Foundation for the Advancements of Science (March 2016 – May 2017). Tasks performed include:
 - Leading the team responsible for finalizing the vision, mission, and objectives of the Academy for the Advancement of Sciences.
 - Preparing Requests for Proposals for research projects.
 - Supervising the implementation of the focus groups research project.
 - Preparing the strategic plan for the Professional Development division at the Academy for the Advancement of Sciences.
 - Planning and supervising the implementation of all operations related to the Professional Development division.

- Communicating with all suppliers and intermediaries needed for the operations of the Professional Development division.
- 7- Board member of the founding committee of Kuwait Virtual University (a project initiated by Kuwait Foundation for the Advancements of Science to become a non-profit company) March – November 2016.
- 8- Advisor for the chairman of Kuwait's National Fund for SMEs Development (April 2014 – March 2016). Tasks performed include:
 - Providing advising services with regards to all marketing and communication activities.
 - Preparing the general communication plan.
 - Preparing all requests for proposals for all activities related to marketing and communication.
 - Preparing all conference presentations for the Chairman.
 - Communicating and coordinating will all supplier and intermediaries needed for marketing and communication.
 - Supervising the organization of the first forum of The National Fund for SME Development.
- 9- Independent Board Member at Global Investment for Al-Ma'amoon fund and The Ten Large Capital funds (March 2012 – 2016).
- 10- Participated in formulating the vision of the State of Kuwait for the next twenty years, as requested by the Ministry of Planning and with the cooperation of the United Nations Development Program in Kuwait (2007). Tasks performed include:
 - Helping in the preparation for the interviews.
 - Interviewing political figures, businessmen, and social influencers with regards to the main aspects to be considered for the vision of Kuwait.
 - Helping in finalizing the results of the research and the preparation of the final report.

c. Training

- 1- Value Proposition and marketing strategy, a workshop delivered to the participants of Zain Great Idea (Kuwait October 2019)
- 2- Personal Branding on Social Media, Social Media Club, Manama (Bahrain June 2019)
- 3- Branding as a strategic decision, Youth Public Authority (Kuwait January 2019)
- 4- Branding as a strategic decision, Fikra Program (Kuwait January 2019)
- 5- Personal Branding workshop (Kuwait 11-12 December 2018)
- 6- Principles of Branding (online course) at Etadrees.com (March 2018)
- 7- Branding as a strategic decision, Fikra Program3 (Kuwait January 2018).
- 8- Marketing Strategy seminar as part of Fikra program training (Kuwait December 2017).
- 9- Marketing for Social Enterprises training course with the Office of Students Training and Alumni (OSTA), The College of Business Administration, Kuwait University (November 2017)
- 10- Providing customized "Social Media Management" training for the Ministry of Information, department of Social Communication (May 2016).
- 11- Providing a workshop on strategies for small projects' evaluation at Kuwait Small Project Development Company (Spring 2009).
- 12- Participating of the Private equity Program offered at KGL Investment (Oct - Nov 2008).

d. Other work experience

- 1- Author of the International Best Selling Book "It is your time to shine", 2021
- 2- Founder of "Unlock Your Growth" podcast channel (January 2018 – current)
- 3- Founder of "Jawaher", a non-for-profit group dedicated to empower young girls in the Middle East.
- 4- Marketing Consultant, entrepreneurial IT group, Kuwait (2003).
- 5- Sales Representative, International Financial Brokerage Group, Kuwait Chamber of Commerce (December 2000 - June 2001, part-time).

Professional Certifications and Development programs

- 1- Certified High Performance Coach, By Brendon Burchard at the high Performance Institute (San Diego May 2019- current).
- 2- Currently enrolled in Stanford Innovation and Entrepreneurship Certificate program (Expected completion date: April 2022)
- 3- Executive Coaching, online course, University of Cambridge (June-July, 2015).
- 4- The Consultant Toolkit, Harvard University: Division of Continuing Education: Division of Continuing Education, Professional Development (April 2014).
- 5- Digital Marketing: social media online strategies, Harvard University: Division of Continuing Education (March 2013)
- 6- Special Event Planning and Production, University of Texas at Arlington (May 2006).

Public Speaking

1. Speaker at The MEADFA Conference representing a research based case of the young generation (generation Z) and their buying behavior at the duty free area in airports (Muscat, Oman nov2019)
2. Motivational Speaker at Egypt Entrepreneurship Summit (Alexandria, Egypt, Nov 2019)
3. Speaker at The 2nd Gulf Entrepreneurship Forum (Kuwait Jan 2019)
4. Speaker at TEDx Muscat (TEDx Muscat Women) held in Muscat November 2018.
5. Lectured at George Washington University as part of the Entrepreneurship Program (USA April 2018)
6. Speaker and lecturer at Egypt Entrepreneurship Summit (Egypt November 2017)
7. Moderator at Arabnet Kuwait (October 2017).
8. Judge at the ideathon competition, ArabNet Kuwait (October 2017).
9. Mentor: "Women Mentoring Women", ArabNet Conference, Riyadh December 12 – 14, 2016.
10. Speaker: "The intersection of Social Entrepreneurship, CSR, and Sustainability". Egypt 2016 Entrepreneurship Summit, El Gouna, November 16 – 19, 2016.
11. Lecturer: "The Three Bottom Line Concept", The Academy of the International Council for Small Businesses. Egypt 2016 Entrepreneurship Summit, El Gouna, November 16 – 19, 2016.
12. Speaker: The 5th Arabian Social Media Conference and Exhibition; May 2016.
13. Speaker: Arabian Gulf Career Development Forum (13th Conference), December 8-10, 2014.

Achievements and Awards

- 1- CP Magazine "Woman if Substance" Award, March 2019.
- 2- Outstanding Research Award at the Global Conference on Business and Finance (Costa Rica May 2011).
- 3- Best in-session Presentation, at the Global Conference on Business and Finance (Costa Rica May 2011).
- 4- Fulbright grant for an exchanged visiting scholar (Oct 2010 – July 2010).
- 5- Honorary membership at Net Impact for Undergraduates, Texas State University Chapter (April 2010).
- 6- The award of 2007 AGBA Young Arab Scholar of Marketing by the Academy for Global Business Advancement (May 2007).
- 7- Full scholarship to pursue Master and PhD degrees in United States of America, Kuwait University, 2001.
- 8- Certificate for attending an intensive training course in civil defense and first aid during the political crises between Kuwait and Iraq in 1997, Red Crescent and Kuwait Ministry of Defense.
- 9- Annual Al-Qurain Cultural Festival's Award for writing a short play, First Place in 1995 and Second Place in 1996.

Memberships

- 1- Member of Kuwait Society for Strategic Planning (October 2018 – Current)
- 2- Global Faculty member and Co-Director of the Middle East Academy of The International Council for Small Businesses, ICSB (October 2015 – current)
- 3- Member of Business and Professional Women Network, Kuwait (October 2015 - current).
- 4- Member of Kuwait Economic Society (April 2011 – Current).
- 5- Member of Exchanges Connect, an international social network managed by the Bureau of Educational and Cultural Affairs in the U.S. Department of State (2010 – current).
- 6- Member, American Marketing Association (2006 – 2011).

Volunteering Activities and Social Services

- 1- Judge at the first round of the 13th edition of MIT Enterprise Forum Arab Startup Competition (Dec 2019)
- 2- Speaker at Fkira program (5) organized by Cubical Services Group (Dec 2019)
- 3- Speaker at Fkira program (4) organized by Cubical Services Group (Jan 2019)
- 4- Speaker at The Proteges Mentorship Program, the eighth generation (July 2018)
- 5- Speaker at the Proteges Eshta program (February 2018)
- 6- Speaker at Fkira program (3) organized by Cubical Services Group (December 2017)
- 7- Speaker at The Proteges Mentorship Program, the seventh generation (July 2017)
- 8- Serving as judge for Fikra Program organized by Cubical Services Company with the support of The Ministry of State for Youth Affairs, Kuwait (January 2017).
- 9- Providing a customized Market Research training course for the winners of Fikra competition, sponsored by Cubicle Services (October 2015)
- 10- Serving as judge for Fikra Program organized by Cubical Services Company with the support of The Ministry of State for Youth Affairs, Kuwait (October 2015).
- 11- Serving as a judge for Kuwait Global Technopreneurship Challenge, KGTC (November 2015)
- 12- Serving as a member of the consulting committee for Qarar Conference organized by The Society of Engineers Without Borders, Kuwait (April 2015).
- 13- Becoming an educator supporting Injaz-Kuwait (one of the Arab chapters of Junior Achievement) since September 2013.
- 14- Member of the committee preparing the recruitment exam for Kuwait's National Assembly (2013).
- 15- Member of the committee of preparing the recruitment entry exam for KPC (2012).
- 16- Reviewing the case studies used in Kotler and Keller's Marketing Management text book, The International Edition (2011).
- 17- Teaching a seminars on 1) Kuwait and Middle East Business Environment and 2) Green Marketing at Texas State University (April 2010).
- 18- Member of the Public Relation Committee in H.H. Sheikh Salem Al-Ali Al Sabah Informatics Awards (Sept 2008 – Sept 2009).
- 19- Member of the judging committee in the Annual Kuwait Arabic Advertising Awards (January 2008 – Sept 2009).
- 20- Serving as a judge in the annual internet contest of H.H. Sheikh Salem Al-Ali Al Sabah (2006 - 2008)

Spoken Languages

- 1- Arabic (native): Excellent speaking, writing, and reading.
- 2- English: Excellent speaking, writing, and reading.
- 3- Spanish: Good speaking, writing, and reading.