

Professional Summary

A well-educated and highly experienced individual with over twenty years of experience of International Business Development with a strong focus on MENA markets. Experience gained across multiple industries, in particular ICT, Digital and the highest trends of technology related industries; from early stages to growth level of high enterprise in fast changing environments such as Maktoob/Yahoo!, Google, Microsoft, among others. An effective energetic leader with strong interpersonal, communication, negotiation and sales skills. Blessed with International experience, living and working experience in multi-cultural organizations and markets with strong focus on local markets understanding and approach. Fluent in English and Arabic languages.

Education

Executive MBA - London Business School, London (Joint program with Columbia University/ New York, USA) (2009-2010)
Bachelor's Degree in Law - Amman University, Amman-Jordan (1990-1994)

Career History

2015 – Present | Regional Vice President. Europe, Middle East, Africa and West Asia Houghton Mifflin Harcourt

HMH creates engaging, dynamic and effective educational content and experiences from early childhood to K-12 and beyond the classroom, serving more than 50 million students in more than 150 countries. Available through multiple media, our content meets the needs of students, teachers, parents and lifelong learners, no matter where and how they learn.

2013 – 2015 | Deputy Managing Director – Digital ITP Publishing group

ITP was founded in 1987 in the UK, and won The Queen's Award for Export Achievement in 1995. The company now publishes more than 75 weekly and monthly magazines and has a wide portfolio of market-leading digital properties.

- Leading the digital department of ITP which includes:
 - Establishing and managing three main functions Digital advertising sales, technology and content creation and distribution in multi-screen platforms.
 - Created new products (Time Out Dubai in Arabic, KhabarKhaleeji.com
 - Creating new functions to existing offerings that reflects directly on the bottom line.

2013 | Manager Intigral – KSA & UAE (Consultancy Position)

Intigral is an end-to-end solutions provider focused on delivering digital media content services to regional telecommunication operators (main focus STC)

- Managing and launching the leading online consolidated portal for Saudi Telecom Company (STC), which is the largest online telecommunication service provider in the Kingdom of Saudi Arabia and in the region.
- Full P&L responsibility, focusing on re-structuring the organization and delivering a unique content and create a third party partnerships to deliver a multi-screens product and monetize it.
- Introducing new advertising revenue model to all the digital assets of STC and other regional telecommunication.

2012 | Strategy and Emerging Markets Consultant Digitouch - Istanbul, Turkey (Consultancy Position)

Digitouch is Turkey's leading Performance Media Group.

- Worked on restructuring and re-engineering the company's operations and setting a clear strategy to expand products and services into the MENA region and other emerging markets
- Reengineering the mother company it's three sisters companies, focusing on revenue and team structure within the re-targeting, social media and digital services agency

**Jan 2011 – Oct 2012 | Country General Manager
Microsoft - Amman, Jordan**

- Managed and led all aspects of operations, from staff management to sales & marketing operations for Microsoft in Jordan.
- Competing for market share, P&L responsibilities, growing existing brand presence, developing new businesses and optimizing on the countries operations and results.
- Growing the business relationship with the government of Jordan, Non-Government organizations, Start-up echo-system, evaluating the large account partners and building new capabilities to serve USD\$ multi-million business.
- Launching new offerings to RJ, Banks, Telcos, Gov and industrial sectors by introducing the best-related technology offerings for MSFT that will deliver desired outcomes.

**2010 – 2011 | CEO
Thoora Inc. Part of Rogers Ventures - Toronto, Canada**

Developed a unique service that helps people/organizations to discover in real time the news that is attracting the most attention within social and traditional media. Funded by the biggest telco operator in Canada (Rogers).

**2007- 2010 | Regional Manager
Google - UAE, Lower Gulf and Levant**

- Developed and executed on the “go-to-market” strategy. Determined the appropriate channel strategy, support model requirements, and target advertisers. Coordinated with the appropriate functional teams to achieve desired goals.
- Surpassed the projected sales quota by 35% in just under one year of establishing the operation in Dubai
- Focused on business development and building the search advertising market through agencies and direct clients
- Guided sales efforts by building customer acquisition strategies, advising teams on potential business opportunities and assuring the required services are properly delivered.

**2000 – 2005 | Regional Manager
maktoob.com – (acquired by Yahoo Inc), UAE**

The company is the world’s largest Arab Web portal.

- Established and managed the offices in GCC, Levant and North Africa
- Devised a cutting edge e-marketing strategy to establish the company’s brand among top media and advertising decision makers in the Middle East.
- Increased annual revenues by over 1000% over first two years and helped Maktoob.com attain the largest share of online advertising revenue in the Middle East.

Additional Information

- Co-founded new startups in Jordan, UAE and Canada
- Managed, purchased, developed and successfully sold restaurants during university studies

Awards & Achievements

- Jordan Crown Prince's Gold Award for achieving outstanding results in community services, education, youth activities, sports and entrepreneurship
- Appointed as a Judge for three consecutive years for the regional E-biz challenge of Zayed University in UAE
- Awarded by Jumeriah Group for the Best Marketing Campaign in 2009
- Recognized as one of the top 20 individuals in the MENA region - shaping the region's digital media in 2010 by Digital Broadcast Magazine

Professional Affiliations & Board Memberships

- Board member of Intaj, (2011-2012). www.intaj.net
- Member of Young Arab Leaders 2005-2010
- Member of Young President Organization 2012

NATIONALITY

- Dual citizenship, Canadian and Jordanian