



A professional, Passionate, committed and supportive businessperson, Consultant, Educator & Mentor with experience in **Project management, Design Thinking, Technology Innovation and Entrepreneurship**. Proven ability in leading complex projects in addition to startup support and consulting also developing high-quality training sessions and workshops. Driving rapid growth in businesses through the creative use of technology in different regions around the globe. Certified from many reputable international institutions and worked in a multi-cultural context in many international projects for more than 14 years.

# HATEM ABUELEZZ

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## Areas of Interest

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- Design Thinking.
- Project management.
- Innovation Management.
- Startups and Entrepreneurship.
- E-Governance.
- Team Building and Leadership.
- Personal Branding.
- Technology Management.
- VR/AR and Metaverse in Business
- Artificial Intelligence.

## Languages

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### Language – Level

Arabic - Mother Tongue

English - C2 (Proficient user)

Spanish - B2 (Independent user)

German - A2 (Basic user)

Turkish - A2 (Basic user)

Common European Framework of Reference for Languages.

## Experience

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May 2021-Present

- **Advisory Board Member (Innovation and Entrepreneurship)**  
CREATIVA Innovation Hub Mansoura – Ministry of Communications and IT, Egypt

### Key Roles and Responsibilities:

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- Support the definition and the development of Digital & Innovation strategy and masterplan across different business areas and functions such as programs and operations.
  - Support Programs strategy, objectives and needs to develop innovative and digitally-enhanced approaches on projects, working with related stakeholders from design to implementation phases and creating with them a strong partnership and collaboration.
  - Support the development of a data-driven mindset identifying opportunities and projects in terms of data gathering, integration, analysis and activation in order to improve impact reporting, organizational efficiency, insight generation and decision making.
  - Constantly identify and analyze external trends and opportunities that could match with organizational challenges in order to share those with potentially impacted areas and work together to deliver new ideas and pilots.
  - Actively work and share knowledge with CREATIVA students and entrepreneurs on innovation related challenges and projects through training programs and consultancy services.
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August 2022 – Present

- **Senior Expert**                      GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit), Egypt

**Key Roles and Responsibilities:**

**(Business Linkages and Matchmaking activities for resilient supply chains Project)**

Provide the following Consultation Services for GIZ, lead Companies and SMEs as following;

- Marketing and promoting activity for the CALL FOR APPLICATIONS.
  - **Operational Quality and Business Transformation to SMEs:** this service area is dedicated to support SMEs to orient more to the intended quality standard and metrics declared by the lead companies. And to handle the requirements of the lead companies in an appropriate level of digital communication and output.
  - Matchmaking activities within supply chains.
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Feb 2014 – Present

- **Business Innovation Consultant. | Startups Support Specialist**                      The Peak Business Club, Egypt

**Key Roles and Responsibilities:**

- Plan, organize and manage business projects for clients.
  - Perform initial assessments for each client before the project begins. and collect information about the client's business as possible, understand clients' needs and wants.
  - Perform research using shadowing, interviews, surveys, reading reports, etc.
  - Constantly recommend solutions for improvement
  - Develop detailed business plans.
  - Determine the project's KPIs.
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Jun 2018–Present

- **Visiting Lecturer (Customer Centric Design, User Experience)**                      Fachhochschule Erfurt, Erfurt (Germany)

**Key Roles and Responsibilities:**

- Design, plan and implement effective and inclusive teaching arrangements and learning activities
  - Teaching Design Thinking using appropriate teaching, learning support and assessment methods.
  - Assess the work and progress of students and provide them with constructive feedback
  - Seek ways of improving performance by reflecting on teaching design and delivery and obtaining and analyzing feedback.
  - Leading customer-centric design workshops with potential entrepreneurs.
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Apr 2011 – Present

- **Business Trainer**                      Freelance, Worldwide
- Designing, developing and driving best practice toolkits for learning and support materials with a global reach.
- Diagnosing business issues and creating relevant end to end learning solutions that ensure alignment to the future strategic direction of the business and address the key Group macro areas of training focus.
- Conducting an in-depth business driven training needs analysis and demand planning.
- Thinking creatively to craft “just in time” learning solutions, including eLearning’s, videos, knowledge forums, social media tools, and internal expert talks.

- Consult with all levels of management to gain knowledge of work situations or training gaps and identify and conduct special training needs to address any needs.
- Deliver training in various training formats, in person and virtual classroom or blended programs to meet business goals and objectives.
- Participate in strategic planning sessions to design learning and development strategies and roadmaps and partner with business leaders to formulate and execute those strategies.

**Areas of Interest:**

**Business:** Entrepreneurship, Design Thinking, Innovation Management, Project Management, Operations Management and Risk Management

**Personal Skills:** Team Work, Leadership, Personal Branding and Presentation Skills.

**Technology:** Technology Management, VR/AR, AI Essentials, Industry 4.0 and Metaverse applications.

Sep 2015 - Sep 2016

- **Project Manager (Middle East and North Africa)** [Toogether S.r.L, Novarra \(Italy\)](#)

**Key Roles and Responsibilities:**

- Maintain oversight of project status and feed into a weekly leadership status report
- Independently steward day-to-day project management of multiple small to large scale projects, serving as a daily point of contact with cross-functional partners
- Schedule creative reviews and other important team meetings, ensuring the right attendees are present, meetings start and finish on time and recapping and distributing detailed notes
- Drive project timelines and ensure all key milestones and due dates are communicated frequently to the larger internal project team and any agency partners
- Anticipate and manage potential blockers across concept development, production, and delivery phases; flag to appropriate partners and proactively find solutions
- Partner with brand management and production to drive creative approvals across legal, geos, clearance bodies and internal leadership teams.

Jul 2016–Sep 2016

- **Entrepreneurship Lecturer (InnovEgypt Program)** [Technology Innovation and Entrepreneurship Center, \(Egypt\)](#)

**Key Roles and Responsibilities:**

- Introduce the basic knowledge of innovation and tech management
- Enable students to generate innovative ideas using Design Thinking
- Address real challenges with a structured brainstorming technique
- Educate innovation protection by intellectual property rights and related topics [e.g. copyrights, patents, trademarks and IP exchange]
- Develop entrepreneurial skills through introducing the basic concepts of entrepreneurship.
- Apply interactive learning for using essential tools required to start up new businesses.

**Training Modules:**

- **Innovation and Technology Management Module** trains students on the innovation process: definition, production, models, and resources. "Innovation and Tech Management"
- **Design Thinking-** the core of the program and the base on which the whole journey is built. It provides an understanding of design thinking as a human-centered approach to innovation.
- **Entrepreneurship 101 Module** - uncovers the basic concepts of entrepreneurship.

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Jun 2015– Apr 2016

- **Account Manager (Part-time) (Arabic Speaking Countries).** STAGIL, Wiesbaden (Germany)

**Key Roles and Responsibilities: Through the Arab Speaking Countries (EGYPT, GCC and North Africa)**

- Understand customer needs and requirements.
  - Present company products and presentations to suspected clients at their headquarters.
  - Maintaining and tracking clients reports through a pipeline and directly communicating it with Presales Technical Teams.
  - Research accounts, identify key players and generate interest.
  - Perform effective online demos to prospects.
  - Develop and execute marketing programs to promote the company's brand.
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Nov 2012– Jan 2014

- **Regional Projects' Partner MENA** ACCA Software, Montella (Italy)

**Key Roles and Responsibilities**

- Assure that detailed planning is continuously carried out and adjusted in a timely and effective manner in accordance with project requirements.
  - Accountable for projects on time and quality implementation in all participating countries.
  - Travels to countries and influence areas to support project office operations and activities.
  - Closely monitor project performance (financial, Human Resources, programmatic, operational) and make necessary decisions using appropriate means and methods that support a continuous improvement.
  - Responds to audit findings leading to improved project performance
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Dec 2011 - Nov 2012

- **Regional Manager( Nile Delta )** HASH Construction, Egypt

**Key Roles and Responsibilities**

- Overseeing and directing construction projects from conception to completion
  - Reviewing the project in-depth to schedule deliverables and estimate costs
  - Overseeing all onsite and offsite constructions to monitor compliance with building and safety regulations
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Jun 2009–Oct 2009

- **Urban Planner (Project of Strategic planning of Villages & Cities 2027)** Tanta University, Egypt

**Key Roles and Responsibilities**

- Meet with public officials, developers, and the public regarding development plans and land use
  - Gather and analyze economic and environmental studies, censuses, and market research data
  - Conduct field investigations to analyze factors affecting land use
  - Review site plans submitted by developers
  - Assess the feasibility of proposals and identify needed changes
  - Recommend whether proposals should be approved or denied
  - Present projects to planning officials and planning commissions
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May 2008 – June 2009

- **Architectural Designer** Freelance

Arp 2004 – May 2008

- **Graphics Designer/3D Artist and Trainer** ITEC (IT ENGINEERING CONSULTANCY) , Egypt

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## **Education and Training**

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|-------------------|--|
| Jun 2017–Jul 2017 | <b>Certificate in International Aspects of Entrepreneurship</b><br>Erfurt University of Applied Sciences, Erfurt (Germany)   |
| Mar 2016–Mar 2016 | <b>Certificate in Entrepreneurial Studies (Design Thinking Methodologies)</b><br>IE Business School, Madrid  |
| Jul 2014–Aug 2014 | <b>Certificate in SOCIO-CULTURAL RENEWAL PROJECTS .</b><br>Universitat d'Alacant, Alicante (Spain)   |
| Jan 2014–Feb 2014 | <b>Diploma Certificate in Entrepreneurship</b><br>The University of Hong Kong, Hong Kong   |
| Jan 2013–Feb 2013 | <b>Certificate in Interior Design &amp; Re-use of Construction Materials</b><br>Politecnico di Torino, Turin (Italy)   |
| 2012–2012         | <b>Joint European Certificate in International Business.</b><br>ISM University of Management and Economics, Vilnius (Lithuania)<br>Stockholm School Of Economics, Riga (Latvia)<br>Tallinn University, Tallinn (Estonia) |
| Sep 2003–May 2008 | <b>Bachelor of Architectural Engineering</b><br>IAET, Cairo (Egypt)  |

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## **Other Certifications:**

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| <b>Computer Aided Design (CAD) Diploma</b>                   | Mansoura University                                    |
| <b>Building Information Modeling (BIM) Diploma</b>           | Faculty of Engineering, Mansoura University            |
| <b>Strategic Planning</b>                                    | Hewlett Packard Enterprise                             |
| <b>Energy Efficiency: Do more for less</b>                   | Hewlett Packard Enterprise                             |
| <b>Starting A Consulting Business</b>                        | EBRD (European Bank of Reconstruction and Development) |
| <b>Make the most of EU resources for your region or city</b> | European Committee of the Regions                      |
| <b>Crisis Management Certificate!</b>                        | EBRD (European Bank of Reconstruction and Development) |
| <b>Master Ideation Trainer</b>                               | Intel Corporation                                      |

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## Conferences ,Workshops & Events

- Presenting a project Two times at the conference of " **Culture Heritage and New Technologies** " in Vienna, Austria Nov. 2010 , 2011 .
  - **CITY 2020+ Conference at RWTH Aachen** , Germany 2012 (Paper+ Presentation)
  - **Is-It-Real ? Conference - Cankaya University Ankara** - Turkey (Presentation : Virtual Reality Impacts on Architecture & Construction Industry ) Oct. 2014
  - **ISCASS International Conference of Chaos and Complexity** - Middle East Technical University Ankara - Turkey (Presentation : The Secret Weapon of Creative Teams ) Dec. 2014
  - **European Business Summit 2015 Brussels** , Belgium (Discussant )
  - **Global Entrepreneurship Week 2015** Event Keynote Speaker leading a workshop " Think Globally " on Global Business Opportunities for Entrepreneurs , Amman , Jordan .
  - **Global Entrepreneurship Week 2016** Event Keynote Speaker leading a workshop " Innovate to Survive " , Amman , Jordan.
  - **Entreprenergy Summit 2016** part of Global Entrepreneurship Week Events , Leading a workshop " THE POWER OF PARTNERSHIPS " , Beirut , Lebanon.
  - **Middle-East Asia Leadership Awards 2017** Keynote Speaker on a topic of " Expanding the Possibilities through business leadership " , Dubai , United Arab Emirates.
  - **The August Fest 2017** (Largest Start-up Event in Asia ) Panellist with the Minister of Information Technology of Indian Territory Telangana , Hyderabad , India .
  - **2017 TEDx Egyptian-Russian University Speaker** with a talk titled with " Managing Future Expectations " , Badr City , Egypt
  - **A jury at Hult Prize Competition 2018,2019** in Zagazig University, Egypt and also Trainer at the same program with Lebanese American University of Beirut - Lebanon 2019
  - **A jury at " Startup ole" Event** - University of Salamanca - Spain 2019
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## Mentorship Activities:

### **Business Mentor with:**

- **The Tony Elumelu Foundation**, Lagos (Nigeria)
  - **VC4AFRICA.COM**, Amsterdam (Netherlands)
  - **MicroMentor** , Portland, OR (USA)
  - **FEPS (Faculty of Economics and Political Sciences) Incubator** , Cairo University (Egypt)
  - **Startup Without Borders** ,( Iraq/Lebanon/Palestine)
  - **ISF (Innovators Support Fund)** , Ministry of Higher Education and Scientific Research (Egypt)
  - **HBRC (National Housing and Building research center)** , Cairo (Egypt)
  - **Badr University in Cairo (BUC)** Green Economy Incubator (Egypt)
  - **EBNI Incubator**, Cairo (Egypt)
  - **NARSS (National Association of Remote Sensing and Space Sciences) Incubator**, Cairo (Egypt)
  - **Biotechnology Incubator Benha University**, Benha (Egypt)
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## References: Available upon Request

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