

CURRICULUM VITAE



Sarah Belal Swidan

Academic Background

University of Huddersfield

Business School, Huddersfield – United Kingdom

Ph.D – Marketing – ongoing

European Business Competence Licence - EBCL

Certified Trainer, 2016

Arab Academy for Science, Technology and Maritime Transport

Graduate School of Business – Cairo, Egypt

Graduate, February 2011

Master of Business Administration

Excellent with honour degree.

Arab Academy for Science, Technology and Maritime Transport – Cairo, Egypt

Quality Management Diploma

December 2008

Arab Academy for Science, Technology and Maritime Transport – Cairo, Egypt

Graduate, July 2005

Bachelor of Business Administration

Graduation GPA 4.0 'Excellent with honour'

Work Experience

Senior Lecturer (2022 – current)

Modern college for Business and Sciences

Muscat - Oman

Marketing director - Strategic Marketing Centre (2015 – 2022)

Arab Academy for Science, Technology and Maritime Transport

Responsible for:

- Marketing plan – strategic level – 9 campuses (inside and outside Egypt)
- Marketing plan monitoring and implementation
- Internal and international exhibitions and conferences
- Corporate identity and branding
- Launching new campuses and colleges.

Unit Head – Strategic marketing and Entrepreneurship Centre (2014-2020)

Senior Lecturer

Arab Academy for Science, Technology and Maritime Transport

College of Management - Marketing and International Business Department.

Courses:

- **Advanced studies in marketing (undergraduate and post-graduate)**
- **Consumer behaviour (undergraduate and post-graduate)**
- **New product planning**
- **Research methods (undergraduate and post-graduate)**
- **Logistics management**
- **Supply chain management**
- **Transportation safety**

Assistant Lecturer

Arab Academy for Science, Technology and Maritime Transport

College of Management - Marketing and International Business Department

November 2011

Graduate Teaching Assistant

Arab Academy for Science, Technology and Maritime Transport

College of Management - Marketing and International Business Department

December 2005 – October 2011

Consultancy

- **Marketing consultant**, Egypt Kuwait Holding (EKH) (2020-2022)

Working closely with the companies to launch new products, enhance customer experience and achieve growth.

Complete market research, customer behaviour analysis as well as marketing plan and monitoring execution.

- Industries: transportation, communication, fin-tech.

- **Freelancer marketing researcher (2010-2015)**

- Was able to work with many marketing research firms as Ipsos in the Middle East and take part in some of the consumer behaviour researches and consumer attitude in Egypt and the Middle East.

- **Assistant author** of the book (Principles of Feasibility Studies) By Dr. Amr Hamed.

Owner and CEO of El Gazira R&D.

- The main duty was the collection of the academic material for the book but more important is the linkage that was built to the practical business environment. Several case studies was collected and interpreted in way that help the reader to understand the nature of the feasibility studies and to link it to marketing research as one of the back bones of any study.

- **International Olympiad of Informatics (IOI)**

- Participate as an organizer to help and monitor more than 40 countries from all over the world in their two weeks residence in Egypt and their participation in the competition.

Publications

The Impact of Information Technology and Social Networks in the Integrated Marketing Communication Process for Products and Services,
American Academic and Scholarly Research Journal (AASRJ).
April 2013.

Personal Skills

1. Excellent interpersonal, oral and written communication skills.
2. Proven record of ability to manage time and work to strict deadlines.
3. Ability to work collaboratively.
4. Ability to work under pressure.
5. Proven record of leadership and managing teams.

Personal Qualities

1. Commitment to continuous professional development.
2. Commitment to continuous learning and knowledge transfer.
3. Commitment to high quality teaching and fostering a positive learning environment.

Computer, Excellent command

Languages, Excellent command of English and Arabic.

Personal Data

Date of Birth: June 24th, 1984

Nationality: Egyptian

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Thank you ...