

Ahmad Assaf

Summary

As a highly successful Senior Manager and Head of Ministry Relationships at Cambridge University Press and Assessment in MENA High Value Opportunities (HVO) and Business to Government (B2G) sectors, I am renowned for cultivating crucial corporate ties in consulting, education, and digital transformation. My expertise lies in generating commercial and collaboration possibilities that boost income in high-risk areas. Thriving in global stakeholder management, I exceed company growth objectives through a design and delivery strategy. With an MBA Global in Educational Leadership and Strategy, my dynamic leadership, negotiating, mentoring, and strategic collaboration talents launch creative solutions. My strategic responsibilities at Cambridge University Press and Assessment and the British Council allowed me to oversee company growth, surpass financial objectives, and build critical alliances. I am equipped to assist international education companies, NGOs, and governments in advancing education support programs with my digital and multilingual skills.

Work Experience

Cambridge University Press and Assessment/University of Cambridge | based in the UAE October 2013 to date

Cambridge University Press and Assessment is the world's leading international assessment and publishing organisation that has been preparing school students for life to develop an informed curiosity and a lasting passion for learning.

- Spearhead and manage operations for Cambridge University Press and Assessment/University of Cambridge in the UAE, starting from October 2013.
- Ensure the seamless coordination and execution of responsibilities inherent to the role.
- Contribute significantly to the overall success and operational excellence of the organization in the UAE.
- Execute strategic initiatives in alignment with the established goals and objectives of Cambridge University Press and Assessment/University of Cambridge.
- Cultivate collaboration and effective communication within the organization to optimize efficiency and productivity.
- Remain updated on industry trends and innovations, incorporating them into operational strategies as applicable.
- Uphold and champion the values and standards of Cambridge University Press and Assessment/University of Cambridge in all professional activities and interactions.

Senior Manager (Middle East and Gulf) & Head of Ministry relationships, Gulf- Assessment and Resources January 2023 – Present

In conjunction with my prior position as Senior Manager for the assessment, I have additionally held the position of Head of Ministry Relations for the Gulf region on behalf of Cambridge's Press and Assessment divisions in the MENA region.

- Foster connections with critical stakeholders within local education regulatory bodies, with a specific focus on the department overseeing private education
- Secure approval for the utilisation of our resources by institutions and schools
- Ensure recognition and approval of our qualifications and curricula for teaching purposes and access to higher education
- Investigate potential avenues for business expansion with local regulatory authorities in relation to assessment and resources.

Senior Manager (Middle East and Gulf) September 2015 – Present

- Effectively exceeded revenue by 25%, generating over \$5 million in sales in year three
- Identified new business and EdTech opportunities that increased the customer base by 15% in year one
- Developed growth strategies for expansion into new markets
- Oversaw business development in multiple countries (UAE, Oman, Bahrain, Qatar, Iraq)
- Developed growth strategies for expansion into new markets
- Developed growth strategies for expansion into Iraq;
- By capitalising on digital transformation, novel HVO and B2G solutions are being developed.
- Establishing new strategic alliances with the governments of Jordan, Egypt, Oman, and Iraq



Contact

Jumeirah Vilage Circle, Street II, Dubai,
UAE

+971(0)526163239

ahmad.q.assaf@gmail.com

Expertise

- Business Development Leadership
- Strategic Partnerships
- Education Industry Visionary
- Leadership Skills
- Digital Expertise
- Volunteer Work and Internships

Education

University of Bedfordshire- UK: MBA Global

Master of Business Administration (MBA)
with Emphasis on Educational Leadership
and Strategy

Thesis:

EDUCATION IN THE ARAB WORLD:
CHALLENGES AND STRATEGIES FOR
ACADEMIC LEADERSHIP IN
PRIMARY EDUCATION PROGRAMS

Al Ahliyya Amman University – Jordan: 2006 – 2010

A Bachelor's Degree in Management
Information Systems (MIS)

Graduation project: automation of refugee
students' data to include them in the
educational system in Jordan

Training

Business Analytics: Decision making using data – Cambridge Judge Business School – 2020

Child Protection Course: British Council – 2012

SAP Business Management Software: Solutions applications and services system (Campus) – 2009

Business Etiquette Passage to Professional Customer Care Skills: PEACE Etiquette and protocols centre – 2008

Stress Management & Team Building (International Consulting and Training Network – ICTN) – 2008

Microsoft certification: Microsoft Certified Professional (MCP#: 3241654) – 2004

Skills

Digital Skills:

SAP Cloud for Customer (C4C), Microsoft 365 (Word, Excel and PowerPoint [MS Office], Outlook, OneDrive, Calendar, Teams, Skype for Business and SharePoint) and Data Visualization | Microsoft Power BI.

Languages

Arabic: mother tongue

English: spoken and written fluently

French: spoken and written as a beginner

Russian: spoken and written as a beginner – currently taking Russian classes

Personal Details

Date of Birth: 14/4/1982

Marital Status: Married

Nationality: Jordanian

- Led cross-border inspections and compliance visits, which encompassed evaluations of associates to verify adherence to international policies and standards
- Solution selling by integrating products and services to provide governments and institutions with holistic solutions.

Educational Sales Manager (Gulf)

October 2013 – September 2015

- Supervised the business development, business-to-consumer, and marketing activities of multiple Gulf countries, including high-revenue nations (KSA, UAE, and Egypt)
- Bought financial objectives for the first and second years by £300k and £380k, respectively
- Monitored and identified B2G tenders in the Gulf
- Cultivated strategic alliances with key distributors in the region (KSA-Future education) and the United Kingdom
- Formulated online and offline growth strategies, including consultative selling, digital transformation, and product repositioning that resulted in partnerships worth over \$400,000
- Led educational boards, the Ministry of Education, Tatweer, the Supreme Education Council, and the Sharjah UNISCO Prize in identifying and securing education reform projects
- Designed innovative product-selling approaches
- Managed operating expenses for areas of responsibility within agreed-upon limits.

British Council | based in the Jordan

March 2008 – September 2013

The British Council is a British organisation specialising in international cultural and educational opportunities.

Promoted to Country Business Development Manager for Examinations Services February 2012 - September 2013

- Authorised to sell a diverse range of digital products, platforms, and services, including Pearson Edexcel academic and vocational qualifications, Cambridge English assessments (PET, KET, FCE, and CAE)
- Developed business development management (BDM) and online growth strategies to identify untapped markets and products
- Formed strategic alliances with countries and business-to-consumers
- Generated additional revenue amounting to £
- Collaborated with the global and regional marketing teams to launch the primary English language interactive assessment APTIS
- Served on the country business development committee to promote B2G engagement.

Integrated Customer services professional (Jordan)

March 2008 – October 2011

- Facilitated educational and customer service initiatives by providing high-quality information services, resulting in a 10%+ increase in the team's initial year's rating
- Advocated for assessment and examination services, including those offered by Pearson Edexcel, Cambridge International, and international organisations, English assessments, vocational and academic qualifications and international accreditation solutions and services.
- Led the CS team's migration to SAP solutions in order to provide accurate and innovative data management for the country data atomisation plan

Volunteer Work/Ngos and Internships

INJAZ Jordan: 2011 – 2013

Delivered face to face economics foundations to public schools' students in Jordan with INJAZ Jordan, including skills building activities for one of the 3 main programs: Economy for Success Program 2011/2013.

Integrated Technology Group – Jordan: June 2011 – December 2011

Business Development Officer (Africa Region): Identified and qualified new opportunities in Africa that resulted in implementing the EDUWAVE solution, including the LMS, SIS and CC ERP integrated solution for the Higher Education Committee in Abuja, Nigeria; the implementation of the opportunity where the project provided a \$3m+ for the company.

Al- Ahliyya Amman University: Student Consultation Committee: 2008 – 2010

Launched and headed the external relations initiative to contact external companies and ensure that professionals can present real-life scenarios that are directly related to the market needs.

United Nations (IUED/UNRWA Near East Project) – Jordan: October 2005 – December 2005

Data Entry & Translation Officer: Translating and analysing responses of Palestinian refugees.