



**Founding Director of 42 Beirut**  
**University professor of AI, Data Analytics and Data Visualization**  
**AI and Digital Transformation Consultant**  
**Founder of Opendatalebanon.org**

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## PROFESSIONAL EXPERIENCE

### **Founding Campus Director and Head of Pedagogy, 2023 - Current** *42 Beirut*

- Handled building all functions, processes and aspects of campus, from team recruitment to supply chain, legal, technical infrastructure, admissions, marketing, social media and pedagogy.
- Succeeded in opening the campus in record time and in receiving more than 2500 applications in less than 6 months

### **Adjunct professor of AI, Data Analytics and Data Visualization, February 2023 - Current**

#### *Lebanese American University*

- Level taught: Executive MBA, MBA and Undergraduate
- Created and delivered multiple courses: Growth-Hacking for Data-Driven Executives, and Data Visualization for Executives, AI for Managers
- Created the Master's of Science in Data Analytics, to open in Fall 2025

### **Data, AI and Digital Transformation Consultant, 2016 - Current date**

#### **Selected projects (2022-2023):**

- Chief Data Officer - *Skash.com* (2023)
  - Skash is an E-wallet Fintech in Cyprus with more than 54000 active users
  - Redesigned their databases, built their data and analytics team and currently overseeing all data-driven initiatives within the company
- Data and AI Consultant - *Nammiskills.org* (2022 - 2023)
  - Project funded by the World Bank and UNICEF
  - Soft-launched on May 3rd 2023
  - Developed their data model and the learner-to-job matching algorithm
- Data and Academic Consultant - *Ruwwad Al Tanmeya* (Delivered 2022)
  - Project funded by the French Development Agency (AFD)
  - Conducted and delivered a data-driven study on the demand and offer of skills in the Lebanese and MENA job market
  - Delivered a series of career and skill guidance workshops in Bab-Tabbeneh and Jabal Mohsen - Tripoly
- Web and SEO Consultant - *Aman Hospital - Qatar* (Delivered 2022)
  - Newest and Biggest hospital in Qatar
  - Managed and executed the full process (design, development and content population) of the hospital's website. Delivered on August 2022

### **Director, Master's of Science in Business Analytics, April 2019 - February 2023** *American University of Beirut - Lebanon*

- Ranked number 1 business and data analytics Masters in the MENA region (QS ranking 2022, Eduniversal 2022)
- Branded and Scaled the program from 21 to 145 active students (2022/2023) in 3 years 2019-2022
- Revamped the website, slogan and led the marketing campaigns of the program

- Added 6 new electives and restructured the curriculum around the needs of the market
- Established the corporate and employment network of the program; Employment rate by 3 months after graduation is 100% for the 3rd consecutive year
- Linked the program to SDGs [Click here to see](#)
- Established a research track in the program, resulting in 3 professor-student publications (1 journal and 2 conference papers) in 2 years.

**Assistant Professor of Practice**, April 2019 - January 2023

*American University of Beirut*

- Levels taught: Executive MBA, Executive Education, Graduate, Undergraduate
- Courses and Programs created:
  - Data-Driven Digital Marketing Executive Education program (Created and taught 3 times)
  - Data-Driven Digital Marketing, MSBA program (Created and taught)
  - Healthcare analytics, MSBA program (Created)
  - Big Data Processing and Blockchain Technology, MSBA program (Created)
  - AI in Business, Undergraduate OSB (Created)
  - Consumer Behaviour Analytics, MSBA (Created and taught)
  - AI for Managers, MBA/OMBA Asynchronous course (Created and taught)
  - Intro to AI and Data Analytics for Executives, EMBA (Created and taught)
  - Intro to AI and Data Science for Researchers, all AUB MEPI scholars (Created and taught)
  - Governmental Analytics, Undergraduate OSB (Created and taught)

**Co-founder, previously CTO**, 2016 - 2021

*Pixis.co - France*

- Keywords: Interactive Data Visualization, Data centralization, Data Mining, API, Serious Game design and development, Career Guidance with AI

**Chief Information Officer**, October 2016 - March 2019

*Salon Septième - France*

- Keywords: Apparel luxury, E-commerce, Online retail, Digital Marketing, Shopify, Zedonk, Lightspeed, POS, Quickbooks

**Strategy advisor**, 2017 - 2018

*Créermonlivre - France*

- Keywords: E-commerce, UX/UI, Data-Driven Digital Marketing, Growth Hacking

**R&D Engineer**, December 2014 - February 2016

*Audensiel Technologies - France*

- Keywords: Software design, Project Management, Data Visualization, Data Mining

**Visiting Lecturer**, 2019

*Ecole Nationale d'administration (ENA) - Lebanon*

- Level taught: Diplomats, all economic attachés of the ministry of foreign affairs - Lebanon

**Part-time Professor**, 2018

*American University of Beirut - Lebanon*

- Level taught: Graduate

**Part-time Lecturer**, 2018

*Saint Joseph University - Lebanon*

- Level taught: Graduate

**Part-time Lecturer, 2017 - 2019**

*ECE Paris - France*

- Level taught: 5th year Engineering

**Full-time Lecturer, 2016 - 2017**

*Paris Dauphine University - France*

- Level taught: Undergraduate

**Part-time Lecturer, December 2014 - 2019**

*Paris Descartes University - France*

- Level taught: Graduate, Undergraduate

**ATER (Teaching and Research Fellow), September 2013 - November 2014**

*Paris Descartes University - France*

**Research Consultant Contract, 2010 - 2012**

*Alstom Transport - France*

- Keywords: Data mining, Sequence mining, Floating Train data, Predictive maintenance

**Research Internship, February 2010 - July 2010**

*Charles Delaunay Institute, LM2S Laboratory - France*

- Keywords: Wireless sensor networks, Tomographical imaging, SVM.

**Engineering Internship, August 2008 - February 2009**

*Owens Corning Technical Fabrics - Belgium*

- Keywords: ERP, SAP, Navision, VBA, Databases, Budget Consolidation

**Engineering Internship, July 2007 - September 2007**

*Dahr Al Bashek Governmental University Hospital - Lebanon*

- Keywords: Biomedical maintenance, Network IT and ISO Accreditation

EDUCATION

**Ph.D in Data Mining, 2015**

*French Institute of Science and Technology for Transport, Development and Networks. Engineering of Surface Transportation networks and Advanced Computing Laboratory, France*

- Thesis title: Data mining of temporal sequences for predictive maintenance: Application on floating train data
- Keywords: Data mining algorithms, Temporal sequences, Association rules, Sequential mining, Pattern recognition, Classification, Neural Networks, Predictive maintenance.

**Masters in System Optimization and Security, 2010**

*University of Technology of Troyes (UTT) - France*

**Engineering Diploma in Industrial Systems, Functioning Security and Reliability, 2005 - 2010**

*University of Technology of Troyes (UTT) - France*

PARALLEL  
STUDIES

**Entrepreneurship Program (DFE), 2012**

*Institut pour l'ouverture à la Société et à l'Economie Françaises et Européennes (ISEFRE)*

**Enterprise Resource Planning Course, 2009**

*Dutch Open University - Ghent, Belgium*

**9 Microsoft official certificates of achievement in Networking, Security and Operation Systems, 2005 - 2007**

*Microsoft - U.S*

- MCSE Courses (Microsoft Certified System Engineer)
- MCSA Courses (Microsoft Certified System Administrator)
- MCP Courses (Microsoft Certified System Professional)

LANGUAGES      **French**      Fluent  
**English**      Fluent (BULATS Business language exam: C2 level)  
**Arabic**      Mother tongue  
**Spanish**      Novice level  
**Dutch**      Novice level (7 months of practice living in Flanders, Belgium, ref. internship Owens Corning)

TECHNICAL SKILLS - **Statistical and Data Analysis:** MATLAB, R, Shiny, Octave, Python, Tableau, PowerBI  
- **Programming and technical environments:** C, NesC(TinyOS), HTML5/CSS3, Bootstrap, JavaScript, JQuery, Java, Vue JS, Batch, VB, VBA  
- **Database and ERP:** MySQL, SQLite, MongoDB, CassandraDB, Navision, SAP, Prodiver, BigQuery  
- **Design and Animation:** Inkscape, GIMP, Macromedia Flash MX, DreamWeaver, Invision  
- **Web development:** Numerous websites (Latest: <https://Amanhospital.org>)  
- **CMS:** Wordpress, Joomla, Prestashop, Shopify  
- **Digital Marketing:** SEO, SEA, SEM, Google Analytics, FB Pixels, E-mail marketing

UNIVERSITY TEACHING	Year(s)	Course	University	No. hours	Level
	2024-2025	AI for Managers	LAU Lebanon	68 hours	MBA
	2023-2024	Data Visualization for Managers	LAU Lebanon	68 hours	MBA
	2023-2025	Intro to Applied Data Analytics	LAU Lebanon	108 hours	MBA
	2024	Data Visualization for Executives	LAU Lebanon	44 hours	E-MBA
	2023	Growth Hacking for Data-Driven Executives	LAU Lebanon	44 hours	E-MBA
	2019-2022	E-MBA, MSBA, MBA, Exec-Ed, Undergrad	AUB Lebanon	<b>800+ h</b>	
	2019	Growth Hack your business with Big Data	LAU Lebanon	22 hours	E-MBA
	2018	Growth Hacking	USJ Lebanon	8 hours	M2 IGE
	2018	Data-Driven Digital Marketing	AUB Lebanon	36 hours	MSBA
	2018	Data Mining with R	USJ Lebanon	18 hours	M2 IGE
	2017 - 2018	Data Mining with R	ECE Paris	60 hours	5 <sup>th</sup> year
	2016	Algorithmics and Maple	Paris Dauphine	90 hours	1 <sup>st</sup> year
	2016 - 2018	E-commerce and Entrepreneurship	Paris Descartes	94 hours	M2
	2014 - 2016	Computer science for Business	Paris Descartes	190 hours	2 <sup>nd</sup> year
	2014 - 2016	Computer science	Paris Descartes	60 hours	3 <sup>rd</sup> year
	2013 - 2016	Computer science	Paris Descartes	180 hours	1 <sup>st</sup> year
	2013	Industrial Informatics (Grafcet)	UPEC	27 hours	2 <sup>nd</sup> year
	2013	Object-Oriented Programming (Java)	UPEC	24 hours	2 <sup>nd</sup> year
	2012	Algorithmics and Programming (C)	UPEC	16 hours	1 <sup>st</sup> year

SELECTED GRANTS AND AWARDS - **Featured in CDO Magazine's list of Leading Academic Data Leaders, 2021**  
- **ASHA grant, 25000 USD**  
- **Expo-Dubai 2020 grant, 100000 USD**  
- **Scientipole grant 2018, 70000 Euros**  
- **Laureat, European Youth Award 2018**  
- **Laureat, Vivatech Positive Impact Award in Education 2017**  
- **Laureat, Trophy of innovative services 2017**  
- **Laureat, French Tech Ticket 2015 - 2016 + 75000 Euros grant**  
- **1st place, Startup Weekend HEC 2014**

LATEST  
PUBLICATIONS

Sammouri, W., Hamdan, AL., Sataloff, R.T., Hawkshaw, M.J. (2022). Digital Health Literacy and the Emerging Role of Technology in Vocal Health. In: Traits of Civilization and Voice Disorders. Springer, Cham. <https://doi.org/10.1007/978-3-031-15750-9>

Farah, M., Ramadan, Z., Sammouri, W. Tawk, P. (2022). Social Media Sentiment Analysis: The cause of virtual luxury fashion shows. Proceedings of American Marketing Association AMA Conference 2022