

Wissam Sammouri, Ph.D, Eng.



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 - *Ruwad 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

Audensi 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	800+ h	
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 th year
2016	Algorithmics and Maple	Paris Dauphine	90 hours	1 st year
2016 - 2018	E-commerce and Entrepreneuring	Paris Descartes	94 hours	M2
2014 - 2016	Computer science for Business	Paris Descartes	190 hours	2 nd year
2014 - 2016	Computer science	Paris Descartes	60 hours	3 rd year
2013 - 2016	Computer science	Paris Descartes	180 hours	1 st year
2013	Industrial Informatics (Grafct)	UPEC	27 hours	2 nd year
2013	Object-Oriented Programming (Java)	UPEC	24 hours	2 nd year
2012	Algorithmics and Programming (C)	UPEC	16 hours	1 st year

SELECTED GRANTS - **Featured in CDO Magazine's list of Leading Academic Data Leaders, 2021**

AND AWARDS

- **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., Sammour, W. Tawk, P. (2022). Social Media Sentiment Analysis: The cause of virtual luxury fashion shows. Proceedings of American Marketing Association AMA Conference 2022