

David Matta

Executive Director, Executive Education and Career Management Services

Adnan Kassar School of Business (AKSOB)

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Profile

David Matta is the Executive Director of Executive Education and Career Management Services at the Adnan Kassar School of Business (AKSOB), Lebanese American University. A seasoned corporate leader and strategist, he brings extensive experience in senior management positions across Lebanon and the Gulf, alongside a strong record in higher education, executive education, and career management. He has established and led university career offices, fostered academia–industry collaboration, and designed professional and executive programs that enhance employability, institutional visibility, and lifelong learning.

David brings more than two decades of international executive experience across corporate strategy, governance, and organizational development, including senior leadership roles in the automotive and insurance sectors across the GCC, Germany, and Turkey. He is also President of the Lebanese Mindfulness Association and an active researcher on mindfulness, well-being, creativity, organizational theory, and the governance of human–AI hybrid systems.

Areas of Expertise

- Strategic Leadership and Operational Excellence
- Executive Education and Program Development
- Career Management and Employability Strategy
- Human–AI Collaboration and the Future of Work
- Mindfulness and Leadership Development

Research Interests

David’s scholarship integrates philosophy of mind, organizational theory, and applied leadership research. His current lines of inquiry include:

- Executive education and adult learning in the age of artificial intelligence
- Human–AI collaboration, hybrid cognition, and the value-centered ontology of work
- Mindfulness, meta-awareness, and consciousness as integrating concepts in cognition and leadership
- Innovation, creativity, and open innovation in organizational settings
- Career meaning, adaptive career intelligence, and career-management pedagogy

Signature Frameworks and Models

- **Strategic Value Ecology Model and Framework (SVEMF™)** — a living-systems theory of value creation, dissipation, and renewal.
- **Hybrid Cognitive Systems** — a phenomenological account of human–AI collaboration in knowledge work.
- **Strategic Theory of Mind (SToM)** — extension of game theory through cognitive modeling and trust dynamics.
- **Awareness-First Mindfulness (AFM)** — introduced in his MA thesis at Bangor University.
- **Mindfulness to the Power of Five (M⁵)** — a phenomenological–integrative model of mindfulness, experience, and awareness.
- **VCOWR** — a value-centered ontology of work dimensions for the AI era.

Education

- **MSc in Strategy and Leadership** — London Business School, United Kingdom (2015–2016)
- **Master in Psychology — Mindfulness-Based Approaches (with Distinction)** — Bangor University, United Kingdom (2017–2020)
- **Executive MBA (with Distinction)** — American University of Beirut, Lebanon (2011–2013)
- **Bachelor in Mechanical Engineering** — American University of Beirut, Lebanon (1979–1983)

Executive Education, Diplomas, and Certifications

- **Artificial Intelligence: Implications for Business Strategy** — MIT Sloan School of Management, USA (Mar 2024)
- **Oxford Leading Sustainable Corporations Programme** — Saïd Business School, University of Oxford, UK (Sep 2021)
- **Specialized Diploma in Cognitive Behavior Therapy (CBT)** — Lebanese Association of CBT, Lebanon (Dec 2020)
- **Lead ISO Auditor Training Certificate** — Bureau Veritas, Lebanon (Apr 2019)
- **Corporate Governance Directors Certification Program** — IFC / Excellence in Governance / Tamayyaz, Lebanon (Mar 2019)
- **Negotiation and Decision Making** — London School of Economics Executive Summer School, UK (Jun 2014)
- **Advanced Diploma in Oxford Strategic Scenarios Programming** — Saïd Business School, University of Oxford, UK (2014)
- **Executive Program in Strategy and Organization** — Stanford University Graduate School of Business, USA (Aug 2013)

Professional Experience

Higher Education and Career Management

- **Executive Director, Executive Education and Career Management Services** — Adnan Kassar School of Business, Lebanese American University (current)
- **Career Management Services Director** — Olayan School of Business, American University of Beirut (2022–present). Founded and led the OSB Career Management Services Office; designed comprehensive

career-readiness programs for graduate and undergraduate students; developed employability frameworks integrating experiential learning, coaching, and data analytics; strengthened employer relations across regional and international organizations; coordinated institutional participation in Map the System (University of Oxford) and Women in Data Science (WiDS) AUB; contributed to faculty collaboration on career curricula, executive mentorship, and alumni engagement.

Consulting, Governance, and Strategy Advisory

- **Senior Management Consultant — Organization Development and Governance** — arcenciel, Ayadina, and other NGOs (2017–2022). Designed governance structures and performance-management systems for mission-driven organizations; led capacity-building and vocational programs supporting youth employment and social inclusion; aligned strategy, monitoring, and evaluation systems with donor expectations.
- **Strategy Advisor and Ambassador** — United Nations Global Compact, Lebanon Chapter (2016–2017). Advised corporations and institutions on CSR strategies and alignment with the UN Sustainable Development Goals; promoted ethical leadership and responsible governance in the private sector.

Corporate Leadership (2001–2015)

Held senior executive positions across the automotive and insurance industries in Saudi Arabia and Kuwait:

- **Chief Executive Officer, Elite Automotive Alliance** (VW Group Distributor, KSA)
- **Premium Brands Director (Cadillac), Aljomaih Automotive Company** (GM Distributor, KSA)
- **General Manager (VW, Porsche, Sixt Rent A Car), Behbehani Motors** (Kuwait)
- **Regional Director, AIG** (Saudi Arabia and Turkey)

These roles directed strategic planning, organizational transformation, and financial stewardship — experience that now informs his leadership and governance approaches in higher education.

Teaching and Executive Education

- **Talent Management for C-suite Executives** — Arab Bank, Jordan (Spring 2023)
- **Strategic Talent and Career Management (BUS399)** — American University of Beirut (2022–2025)
- **Strategic HR Management (SHRM)** — American University of Beirut (2022–2023)
- **Business Ethics** — American University of Beirut (2021–2024)
- **Digital Entrepreneurship** — Lebanese American University (2021–2022)
- **Mindfulness in Business** — Saint Joseph University, Beirut (2019–2022)
- **Mindful Leadership** — Lebanese American University (2018–2019, 2022)
- **Luxury Brand Management** — Lebanese American University (2017–2018)
- **Marketing Management for Social Enterprises** — arcenciel NGO (2017–2018)

Institutional Collaboration and International Visibility

- **Institutional lead**, Map the System (University of Oxford partnership)
- **Institutional lead**, Women in Data Science (WiDS) AUB
- **Contributor**, EFMD Career Services Conference, Prato (2025)
- Active engagement in advancing executive education collaborations and career-readiness frameworks across the MENA region

Selected Publications

David's full open-access portfolio of more than 100 works is available on Zenodo, PhilPapers, and through his ORCID record (0009-0002-5688-0687). A representative selection follows.

Earlier Publications and Thesis

- Matta, D. (2022). *Mindful Leadership: The Five Essential Skills*. Coaching course for executives (under publication).
- Matta, D. (2020). *Awareness-First Mindfulness*. MA Thesis with Distinction, Bangor University, UK.
- Matta, D. (2020). Mindfulness Education for Young Adults. *Journal of the Lebanese Association of Cognitive & Behavioral Therapy*, No. 8.
- Matta, D. (2019). Contemporary Mindfulness: An Introduction. *Assabil: Revue scientifique*.
- Baddoura, C. & Matta, D. (2019). Brain and Mind. *Journal of the Lebanese Association of Cognitive & Behavioral Therapy*, No. 6.

Peer-Reviewed Journal

- Matta, D. (2026). Artificial intelligence and theory of mind. *Journal of Psychology and AI*, 2(1). <https://doi.org/10.1080/29974100.2026.2628373>

Mindfulness, Awareness, and Well-Being

- Matta, D. (2025). Mindfulness to the Power of Five (M⁵): A Phenomenological–Integrative Model of Mindfulness, Experience, and Awareness. Zenodo. <https://doi.org/10.5281/zenodo.17986296>
- Matta, D. (2025). Mental Health as Experiential Flow within the M⁵ Framework. Zenodo. <https://doi.org/10.5281/zenodo.18027660>
- Matta, D. (2026). Well-Being as Meta-Aware Integration of Experience in Conscious Systems. Zenodo. <https://doi.org/10.5281/zenodo.18654797>
- Matta, D. (2026). The Hawthorne Effect Through the Mindfulness Lens. Zenodo. <https://doi.org/10.5281/zenodo.19276435>

Executive Education, Leadership, and Organizations

- Matta, D. (2026). Relational Competence as Structural Achievement: Rethinking the Behavioral Paradigm in Executive Education. Zenodo. <https://doi.org/10.5281/zenodo.19625343>
- Matta, D. (2025). Regenerative Governance Through Meta-Awareness: The Strategic Value Ecology Model and Framework. Zenodo. <https://doi.org/10.5281/zenodo.17331057>
- Matta, D. (2025). The Strategic Value Ecology Model and Framework. Zenodo. <https://doi.org/10.5281/zenodo.17314903>
- Matta, D. (2026). The Two-Gap Problem in Executive Learning. Zenodo. <https://doi.org/10.5281/zenodo.18803506>
- Matta, D. (2026). Political and Corporate Leadership: A Comparative Ethics. Zenodo. <https://doi.org/10.5281/zenodo.19630281>
- Matta, D. (2026). Strategic Theory of Mind (SToM): Extending Game Theory Through Cognitive Modeling. Zenodo. <https://doi.org/10.5281/zenodo.19294329>

AI, Hybrid Cognition, and the Future of Work

- Matta, D. (2025). Hybrid Cognitive Systems: A Phenomenological Analysis of Human–AI Collaboration. Zenodo. <https://doi.org/10.5281/zenodo.17385026>
- Matta, D. (2025). Hybrid Perception, Thought, Action, and Feedback: The Rise of Hybrid Intelligence. SSRN/Zenodo. <https://doi.org/10.2139/ssrn.5574693>
- Matta, D. (2026). A Job Is Not Only a Task: Toward a Value-Centered Ontology of Work Dimensions. Zenodo. <https://doi.org/10.5281/zenodo.19283781>
- Matta, D. (2026). The Uneven Disruption of Jobs by Artificial Intelligence. Zenodo. <https://doi.org/10.5281/zenodo.19285951>
- Matta, D. (2026). The AI Zeitgeist Framework. Zenodo. <https://doi.org/10.5281/zenodo.19059341>

Career, Meaning, and Adaptive Intelligence

- Matta, D. (2026). The Aware Career: Mindfulness-Based Meta-Awareness as the Foundation of Adaptive Career Intelligence in the Age of AI. Zenodo. <https://doi.org/10.5281/zenodo.18821862>
- Matta, D. (2026). Not by Bread Alone: Career Meaning Beyond Economic Necessity in the Age of AI. Zenodo. <https://doi.org/10.5281/zenodo.18821617>
- Matta, D. (2026). Panic versus Reality: Careers in the Age of Artificial Intelligence. Zenodo. <https://doi.org/10.5281/zenodo.18599930>

Selected International Conferences and Speaking Engagements

- **EFMD Career Services Conference 2025** — Prato, Italy. Contributor.
- **Emotion-Focused Mindfulness for Professionals 2025** — Prato, Italy. *Leveraging Mindfulness System for Emotional Regulation* (Nov 2025).
- **43rd International System Dynamics Conference** — Boston, USA. *Leveraging Mindfulness: A System Dynamics Approach to Psychological Resilience and Transformation* (Jul–Aug 2025).
- **International Conference on Mindfulness — Asia Pacific (ICMAP)** — Chinese University of Hong Kong. *Mindfulness and the Ethics of Sustainability: A Developmental Ethical Framework* (Jun 2025).
- **2024 International Mindfulness Conference** — UK / Online. *Adaptive Mindfulness Systems for Global Wellbeing* (Aug 2024).
- **ALTCC Colloquium, Psychiatric Hospital of the Cross** — Lebanon. *Evolving Systems of Mindfulness Practice* (Jun 2024).

Affiliations and Memberships

- **Sloan Fellow**, London Business School
- **Strategy Advisor**, UN Global Compact (Lebanon)
- **President**, Lebanese Mindfulness Association
- **Co-founder**, Z Connect career ecosystem platform
- **Alumni**: American University of Beirut, University of Oxford, London Business School, Bangor University

Languages

- **Arabic** (Native)
- **English** (Fluent)

- **French** (Fluent)
- **German** (Proficient)

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