

DR. HASAN YOUNESS

hasanyouness@gmail.com, Beirut, Lebanon

[Linkedin](#), [Twitter](#), [Facebook](#), [Instagram](#)

Education Expert, University Professor, Author, Mentor, Trainer, and marketing specialist.
20 years of diversified experience with increased leadership skills and abilities in Marketing, communications, management, business development, digital media and media relations demonstrating a strong background in universities, governments, corporations and nonprofit organizations.

EDUCATION

- Executive Corporate Social Responsibility degree

Harvard Business School, Boston 2015

- Educational Doctorate in Educational Administration and Educational Leadership

Saint Louis University, U.S.A 2012 **Dissertation:** Social responsibility in the Lebanese Universities

- Masters of Science in International Business Management

KEDGE Business School 2009 **Thesis:** Corporate Social Responsibility in Lebanon

- Executive Masters of Business Administration

Notre Dame University of Louaize, Lebanon 2009

- Bachelor of Arts in International Business Management

Notre Dame University of Louaize, Zouk, Lebanon 2006

- 20th University on Youth and Development

Council of Europe & Centre Nord – Sud, Spain 2019

- Pursued TV presenting training courses under the supervision of Antoine Kassabian, Bassam Barrak and Jihad Al-Atrash

- Pursued a training with UNIDO “training of trainers for entrepreneurs development”, Beirut, Chamber of Commerce, July 2011

- Pursued Social Media workshop “Social Media for Business”, Notre Dame University, Aug. 2016

ACADEMIC EXPERIENCE

Lecturer: Lebanese American University – Beirut 2025 – Present

Senior lecturer: American University of Beirut – Beirut 2020 – Present

Lecturer: Notre Dame University (NDU) – Zouk Mosbeh 2011 – Present

Lecturer: University Saint Josephe (USJ) / Institut Supérieur d’Études Bancaires (ISEB) and School of Business 2017 – Present

Lecturer: Lebanese International University – Beirut 2009 – Present

Lecturer: Sagesse University – Beirut 2013 – 2019

Lecturer: Lebanese University – Beirut 2013 – 2016

Lecturer Beirut Arab University – Beirut 2013 – 2014

CORPORATE EXPERIENCE

Lebanon Lead - Head of Programs | Changelabs February 2021- Jan 2023

Cofounder - Insights' for Consultancy – Zalka, Beirut (2013 – Present)

Strategic Advisor | United Nations Global Compact (UNGC) – Global Compact Network Lebanon (GCNL)

2017 – 2021

Local Expert and Trainer | UNIDO 2016 – 2017

Writer | Ultrasawt.com 2015 – 2016 (economic and latest trends in Business topics)

حسن-يونس/أصوات

Marketing and communications Coordinator | BLOM Bank 2007 – 2008 Worked in the Retail department/ promoted housing loans

Host | Voice of Beirut Radio Station 2007

Eon Training and Development Center (2015 – 2020)

Co-founder of this institute concerned with preparing students and executives to be professionally certified in SHRM certificates, CFA, CMA, among others

PUBLICATIONS

- #TrendsOfBusiness (2016) Dar Al Mou'alef, Lebanon
- Social Responsibility of the Lebanese Private Universities: A Qualitative study of Notre Dame University Using Document Analysis of Publicly Available Data (2013) Academic Publishers, Germany
- Arab Youth: Civic Engagement and Economic Participation, in the proceeding of the UNESCO conference - Alternative Models to Youth Inclusion in Business World by Eugene Sensenig-Dabbous & Hasan Youness
- CSR, Free Trade and South - South trade (2011) Caux, Switzerland
- Extent of the Commitment to Corporate Social Responsibility (CSR) in Private Schools of Beirut (Lebanon) (2018) by Zainab Badderedine, Hassan M. Khachfe and Hasan Youness
- How working together can expedite the change we need, [Global Goals Yearbook \(2019\)](#) Jennifer Motles and Hasan Youness
- Exploring the role of social media marketing in students' decision to select universities in Lebanon: a proposed emerging framework (2023), Fatima Al Husseiny and Hasan Youness

AFFILIATIONS

- Head of Sustainability Commission at the National Council of Entrepreneurship and innovation (2018 – Present)
- Advisory board member of the National Council of Entrepreneurship and innovation (2020 – Present)
- Executive committee member of Ecoswitch Coalition (2022 – Present)
- Ambassador of United Nations Global Compact (UNGC) in Lebanon (Global Compact Network Lebanon) (2016 – 2022)
- Member of the TREE Club (Together Restore the Endangered Environment) (2003 – 2004) NDU
- Member of the Palestinian Lebanese Organization for Human rights (2006 – 2007) PHRO
- Member of IofC (Initiatives of Change) and work stream leader at Trust and Integrity in Global Economics Conference (2011 – Present) Caux, Switzerland
- Board member of the Dialogue for Life and Reconciliation NGO (2010 – 2013) DLR
- Middle East Airlines Influencer (2015 – 2020)
- Jury member, Hult Prize, Berytech, UNDP, UNGC
- Presided the Democratic Party Team, Model United States Elections Debates (2004) NDU
- Represented Lebanon in the International Public Speaking Competition (2005) London
- Participated in a Summer School about the procedure of work in the United Nations and the European Union and preparations of advocacy campaigns (2006) Bekfaya, Lebanon
- Participated in a Model United Nations General Assembly, Commission of Human Rights (2004) Istanbul, Turkey

- Represented Notre Dame University in a Peace study conference, Sources of Conflict and Prospects for Peace in the Mediterranean Basin (2004) Messina, Italy
- Participated in a Model United Nations General Assembly, University Simulation "Youth and Governance in the Middle East" United Nations house – Beirut, Lebanon, April, 2003
- Participated in the 5th Byblos Autumn school 2007, "Social Marker Economy, a concept for reform in the middle East "(2007) Byblos

MENTORING AND TRAINING:

- Trainer of Digital media, marketing and netiquette, entrepreneurship and social entrepreneurship, corporate communication, business etiquette, strategic Management for regional and international companies, NGOs, Erasmus plus and US Aid programs and universities. Trainings in UK, France, Malta, Iraq, Kuwait, UAE, Italy, Qatar, KSA, Sudan among others (2008 – Present)
- Guest on marketing and management topics appearing on top TV channels and radio stations in Lebanon and Arab world (2008 – Present)
- Mentor of entrepreneurs and social entrepreneurs (at start up and scale up level) helping them throughout all the stages from idea Conception to actualization while stressing on the marketing function with Berytech, Speed, BDL Accelerator, Ebump, NDU Alumni Briefcase, Changelabs, Swiss development corporation, Sanad and University of West of England/ Bristol (2012 – Present)

ACTIVITIES IN MARKETING:

- Conducted a training on Trends of Business in the pharmaceutical field during the 3rd Lebanese pharmaceutical symposium
- Conducted a communication training for "Tayar Al Hikma Alwatani" in Iraq
- Created a communication and marketing plan for the youth dialogue of Makhzoumi political movement
- Strategized and managed the communication and marketing strategy of Global Compact Network Lebanon including Lebanon Collaboration for the SDGs, Multi-Stakeholder SDG Forum, SDG Focus Groups and others
- Consultant with Westminster Foundation for Democracy, Developing communication strategy for Women MPs in Lebanon, Sept. 2020 – December 2023
- Conducted several marketing, entrepreneurship and Business Etiquette Trainings
- **Innovating For Life (2013)**

This event gathered National and international speakers to talk about innovation and CSR in different sectors. This event featured the renowned innovator Fabrice Leclerc and provided a platform for speakers from the top companies as Blom Bank, Roadster diner, ALFA, Samsung, among others to share with an audience of 1200 participants their success stories in the concerned topic. The Hashtag #innovatingforlife was the most tweeted about in Lebanon on the day of the event. The event gained great media coverage and provided excellent exposure for Insights' forConsultancy S.A.R.L

Awards:

- Received a certificate of recognition as Most Outstanding Delegate, Model United Nations Conference (2003) - UN House
- Winner of the fifth English Public Speaking Competition, Lebanon - NDU Louaize 2008
- Winner of "Gibran Khalil Gibran Prize" in memory of the 125th year after his birth GNC Annual Award
- Winner of the "Arabic public speaking competition" Beirut Arab university, 2008
- Social Impact Award, Global Entrepreneurship Festival, Ondo State, Nigeria, Nov. 2024

GUEST HONOR AND SPEAKER:

- TEDx speaker on Shift and transformation, Lebanese International University, Nov. 27, 2015
https://www.youtube.com/watch?v=PltzHn6_NS8
- Speaker in the African Entrepreneurship Summit, Khartoum, Sudan, Oct. 15-17. 2016
- Guest of honor and moderator | Capital Market Conference | Middle East University
- Guest of honor | Students retreat “expend your horizon” | University of Balamand
- Guest of honor | Entrepreneurship Club | LAU
- Master of Ceremony | NDU International Film Festival
- Master of Ceremony | Beirut Lighthouse in lights and colors
- Master of Ceremony | Lebanon Collaboration for the SDGs
- Master of ceremony | Multi-Stakeholder SDG Forum 2018
- Master of ceremony | Scaleup for Impact Accelerator Kick off and demo day.
- Moderator | CEO Roundtable with the Prime Minister and key private sector representatives
- Moderator | GCNL Focus Groups tackling 10 different SDGs
- Participant | Business for Peace in the Greater Mediterranean Region | Turkey
- Speaker | Annahar Roadshow
- Speaker | UN City – Copenhagen
- Speaker | Chamber of commerce - Istanbul
- Guest speaker on the most prestigious TV and radio channels in the middle East including Al Jazeera, MBC, MTV and LBCI

TAUGHT COURSES AND DELIVERED TRAININGS

Fundamentals of digital channels | International Marketing | Total Quality Management | Entrepreneurship Management | Consumer Behaviour | Global Strategic Management | Managerial and Organizational Trade theory | Intro to Marketing | Advanced HR Management | International Business Management | Management of MNCs | Knowledge Management | Marketing Management | Entrepreneurship Management | PR and Marketing | PR and events management | Leadership and Trends of Business | Advocacy Campaigns | Communication skills and business etiquette | Salesmanship | Educational Management | Educational Leadership

LANGUAGES

Arabic, English, and basic French

INTERESTS

Reading, Teaching, Research, Mentoring
Swimming, Social Media, Traveling, Body Building, Tennis