

# Wael Nuweihed

 <https://www.linkedin.com/in/wael-nuweihed/>

## SUMMARY

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Focused on delivering measurable impact, I assist multinational corporations, UN agencies, and international NGOs in advancing business development, innovation, and market expansion across emerging economies. With over 25 years of regional experience - including senior leadership roles and consultancy engagements with global firms - I bring a results-oriented approach to complex growth and transformation initiatives.

**Specialties:** · Evidence-based Strategies and Results-based Planning · Innovation Management and Opportunity Mapping · Design Thinking · Corporate and Brand Communication · Programme Management, Monitoring and Evaluation · AI-Driven Marketing

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## EDUCATION

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<b>2014-2018</b>	<b>Doctorate in Business Administration</b> Grenoble Graduate School of Business, Grenoble, France
<b>2014-2016</b>	<b>Certificate of Research in Management Sciences (CRMS)</b> Grenoble Graduate School of Business, Grenoble, France
<b>1991-1994</b>	<b>Master's in Business Management</b> Lebanese American University, Beirut, Lebanon
<b>1988-1991</b>	<b>Bachelor's in Business Administration</b> Lebanese American University, Beirut, Lebanon

## EXPERIENCE

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<b>Assistant Professor of Practice - Marketing and Innovation</b> <u>Lebanese American University</u> , Beirut, Lebanon. Courses Taught: Innovation Management - with Design Thinking (Graduate course - MBA), Marketing Management (Graduate course - MBA), Marketing Research, International Marketing, Marketing for Social Impact, Consumer Behaviour, Marketing Strategy.	<b>Aug 2019 – To date</b>
<b>Strategic Business Development and Innovation Management Consultant</b> <u>Private Consulting Business</u> , Beirut, Lebanon. Offer consulting, coaching and training services for companies and NGOs in various strategic and operational dimensions including results-based planning and growth strategies, innovation management, evidence-based stakeholder insights using journey mapping and ethnography, corporate and brand communication, and business process optimization.	<b>Jan 2015 – To date</b>
<b>Marketing Director – Middle East, North Africa, and CIS</b> <u>Kansai Paint Co., Ltd. Japan</u> , Dubai, UAE. <i>Achievements:</i> <ul style="list-style-type: none"><li>Developed results-based business plans and strategies for the Middle East, North Africa, and CIS regions.</li><li>Developed and implemented revolutionary business model and revenue streams, and a systematized NPD pipeline.</li><li>Developed and rolled out an integrated corporate and brand communication campaign.</li></ul>	<b>June 2013 – Sep 2014</b>
<b>Regional Marketing Manager – Middle East and North Africa</b> <u>General Mills MENA</u> , Dubai, UAE. <i>Achievements:</i> <ul style="list-style-type: none"><li>Lead a full-year cross functional “Accelerated Strategic Growth” project which revised all the brand’ strategies and plans and was concluded with a new 5-year results-based plan that delivered an additional gain of 4% in CAGR growth.</li><li>Co-lead General Mills MENA’s 2-year PEAK business processes optimization initiative (Process Excellence and Knowledge - audited and accredited by Oliver Wight International).</li><li>Developed evidence-based “opportunity maps” for all strategic business units, integrating market, customer and consumer insights, and capturing all the occasions/usages, penetration, and innovation strategies to feed brands growth over 5-years.</li></ul>	<b>July 2004 – June 2011</b>
<b>Regional Marketing Manager – Middle East</b> <u>International Brands</u> , Beirut, Lebanon (affiliate with <u>American Fine Food Corp.</u> , Miami, USA) <i>Achievements:</i> <ul style="list-style-type: none"><li>Lead all business projects planning, management, monitoring and evaluation.</li><li>Developed regional results-based marketing strategies and plans for all brands in the Gulf/Levant.</li></ul>	<b>Oct 2002 – June 2004</b>

## RESEARCH AND SCHOLARLY WORK

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### Published

- Nuweihed, W., & Trendel, O. (2025). "Gender Differences in Responses to Informational and Transformational Advertising Appeals." *International Journal of Consumer Studies*, 49(4), e70093. <https://doi.org/10.1111/ijcs.70093>
- Nuweihed, W., & Trendel, O. (2024). The role of informational versus transformational ad appeals in building consumer-based brand equity for low involvement products. *Journal of Marketing Theory and Practice*, 32(4), 579–598. <https://doi.org/10.1080/10696679.2023.2249213>

### Under Review

- "Entrepreneurial Ecosystems and MSME Resilience in Frontier Markets: Insights from Lebanon's Polycrisis", with Dr. Hossein Eslami, and Sahar Sinno. *Entrepreneurship and Regional Development Journal* (Q1 Journal) - Special Issue on: Grand Societal Challenges and Entrepreneurship in Emerging/Developing Economies. Submitted, February 2025.

### Research in Progress

- "Women-led Lebanese MSMEs: Internationalization enablers and barriers".
- "The rise and fall of boycotting behaviors among the Lebanese youth, moral drivers and brand loyalty dual duel".

## CONTRIBUTION TO PRACTICE

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- Board member in the Global Innovation Institute (GInI) Lebanon Chapter: GInI is the global hub for innovation performance. The Lebanon Chapter focusses on fostering innovation for socio-economic impact and sustainable development at a national level ([www.linkedin.com/company/gini-lebanon/](http://www.linkedin.com/company/gini-lebanon/)).
- Offer consultation, training, coaching, and mentorship services to corporations, UN agencies, NGOs and social entrepreneurship incubators in Lebanon and abroad on sustainable growth strategies, innovation management, capacity building, social impact, and human-centered solutions using design thinking. Key consulting projects in the last three years:
  - UN Industrial Development Organization (UNIDO): Coach and train 75+ MSMEs under phases 1 and 2 of the "The Women's Economic Empowerment Through Advancing Women-Led Enterprises in Lebanon" project. Workshops include training on business strategy and planning, market research, ethnic marketing, export standards and procedures, and export pricing strategies. March – May 2025, and September 2025.
  - UN Development Programme (UNDP): Design and deliver workshops for the "Trade Help Desk" officers at the regional chambers of commerce covering business planning and export market research tools. August 2025.
  - The Hershey Company World Travel Retail: Design and deliver an executive workshop (in UAE) for Hershey WTR leadership team to set an accelerated growth strategy and plan for the coming 5 years. Jan 2025 – Ongoing.
  - European Bank for Reconstruction and Development (EBRD): Design, develop and deliver the "Navigating R&D to Market Success" workshop/training (in Lebanon) for EBRD Innovation Programme to support more than 40 Lebanese SMEs in the industrial sector. June 2024.
  - The Hershey Company Middle East and Africa: Design, develop and deliver 3 executive workshops (in Oman, KSA, Lebanon) for Hershey MEA leadership team to set accelerated growth vision, strategy and plans for the coming 5 years in the Middle East and Africa region. Nov 2023 – Feb 2024.
  - UN Development Programme (UNDP): Design, develop and deliver four "Export Plan & Market Entry" courses. These courses are part of UNDP's "Empowering Youth through Transformative Entrepreneurship Support" Project under the Engagement and Knowledge project - SHABABEEK. June – July 2023.
  - UN Industrial Development Organization (UNIDO): (+ 5 other UN agencies): Design and develop the "Export Marketing Strategy" course. This course is part of PSDP, a 3-year program implemented by 6 UN agencies (UNIDO, UNDP, FAO, ILO, UNWOMEN & UNICEF) & funded by the Government of Canada. November 2022.
  - Berytech: Training of 40+ Lebanese SMEs on the "Export readiness and Introduction to the Export Plan" at Lebanon Export Academy. May 2022 – March 2023.
  - Key voluntary consulting and mentorship projects:
    - Copenhagen Business School (#impaktWISE & #covidWISE)
    - Bloom EMEA (Asfari & Lebanon Growth Accelerator)
    - Startup Mentor at INJAZ (Innovation Camps)
    - IM Capital (Confideo Venture Mentoring)
    - Berytech (IMPACT RISE & Agrytech)
    - Mentor Arabia

## PERSONAL DEVELOPMENT

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- Multiple diplomas and certifications in generative AI, project management, coaching, design thinking, innovation management, social change, leadership and education technologies, including:
  - Generative AI Leader Certification – Google – October 2025.
  - Generative AI Framework and Foundations – Anthropic – August 2025
  - Talking to AI: Prompt Engineering for Project Managers – Project Management Institute – July 2025
  - Generative AI Overview for Project Managers – Project Management Institute – July 20125
  - Diploma in Design Thinking – Asean Online Education – May 2021
  - Design Thinking for Innovation - University of Virginia – Darden Online – December 2020.
  - Coaching Manager Specialization – UC Davis Online – November 2020.
  - Diploma in Project Management – Asean Online Education – May 2020
  - Foundations of Digital Marketing – Google – May 2019