

HAYTHAM ABU ATIYYEH

BUSINESS DEVELOPMENT & DIGITAL TRANSFORMATION CONSULTANT

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EXPERIENCE

Co-Founder & Managing Partner Jordan
InnovAID Solutions May. 2024 – present

- Digital Transformation Leadership:** Spearhead the development of AI-powered solutions for NGOs and businesses, enhancing proposal writing and content generation processes.
- Business Development:** Established strategic partnerships, leading to increase in client acquisition.
- Product Innovation:** Oversaw the creation of a user-friendly platform integrating AI technologies, resulting in reduction in client operational costs.
- Team Management:** Lead a cross-functional team of developers, designers, and strategists to deliver projects on time and within budget.

Business Development Director Jordan
Mashura Jun. 2023 – present

- Strategic Growth Initiatives:** Developed and implemented business development strategies that increased client engagement by 40%.
- Market Analysis:** Conducted in-depth market research to identify new opportunities in digital transformation consulting.
- Client Relationship Management:** Cultivated relationships with key stakeholders, resulting in repeat business and referrals.
- Proposal Development:** Led the creation of winning proposals and presentations for high-value projects.

Digital Business Consultant Jordan
Core Consultants Network (CCN) Sep. 2023 – Upon Projects

- Digital Transformation Consulting:** Provide expert advice to enterprises on transforming business operations through digital technologies.
- Solution Implementation:** Designed and implemented IT business management solutions tailored to client needs.
- Training and Workshops:** Conducted training sessions for client teams on adopting new digital tools and processes.
- Performance Metrics:** Established KPIs to measure the impact of digital initiatives on business performance.

Project Manager Jordan
Community Media Network (CMN), Oct. 2021 – Sep. 2022

- Project Leadership:** Managed a Google News Initiative-supported project to create a web platform enhancing decision-making transparency in Jordan.
- Technology Integration:** Leveraged AI technologies to map relationships between key decision-makers based on public data.
- Stakeholder Collaboration:** Coordinated with data scientists, web developers, and journalists to ensure project objectives were met.
- Outcome Achievement:** Successfully delivered the project on time and within budget.

Operations Manager Jordan
Center for Defending Freedom of Journalists (CDFJ) Mar. 2017 – Sep 2021

- Program Management:** Led multiple programs promoting freedom of expression, overseeing budgets totaling over \$2 million.
- Process Improvement:** Implemented best practices that improved operational efficiency by 20%.
- Team Leadership:** Managed a team of 15 staff members, providing training and development opportunities.
- MEL Implementation:** Established monitoring and evaluation frameworks to assess program impact.

PROFILE SUMMARY

Seasoned Business Development and Digital Transformation Consultant with over 20 years of experience driving innovation and operational excellence within NGOs and the private sector. Proven expertise in leading cross-functional teams, managing various projects, and implementing digital solutions that enhance transparency, efficiency, and organizational performance. Adept at leveraging technology to create value and achieve strategic objectives. Skilled in project management, grant management, and Monitoring, Evaluation, and Learning (MEL).

CORE COMPETENCIES

- Digital Transformation Strategy
- Business Development and Client Relations
- Project and Program Management
- Grant Management and Compliance
- Monitoring, Evaluation, and Learning (MEL)
- Web Development and UX/UI Design
- Team Leadership and Mentoring
- Budgeting and Financial Oversight
- Stakeholder Engagement
- Process Optimization

LANGUAGES

- Arabic:** Native Proficiency
- English:** Professional Working Proficiency
(Excellent in Listening, Reading, Writing; Very Good in Speaking)

EDUCATION

MSc in Digital Business

University of Salford – Manchester | 2024

B.A. in English Translation

Damascus University | 2007

Diploma in Medical Laboratory

Damascus Training Center | 2001

EXPERIENCE

Coordinators' Team Leader & M&E Officer Jordan
CDFJ Oct. 2014 – Feb. 2017

- **Program Development:** Created programs to promote media engagement among youth, impacting over 1,000 participants.
- **Monitoring & Evaluation:** Developed M&E plans, tracking progress against objectives and reporting to senior management.
- **Team Mentoring:** Guided coordinators on performance metrics, improving team productivity by 15%.
- **Cross-Functional Collaboration:** Worked with various departments to align program activities with organizational goals.

Earlier Positions

Early career roles have been summarized to focus on the most relevant and recent experience

Website and Social Media Manager Jordan
Al-Arab Al-Yawm Daily Newspaper Nov. 2013 – Jun. 2014

Senior Projects Coordinator Jordan
CDFJ Feb. 2009 – Oct. 2013

Project Coordinator Jordan
CDFJ Jun. 2002 – Jan. 2009

FREELANCE & CONSULTING

Web Development and Design

Expertise: Combining graphic design skills with technical expertise to create visually appealing and functional websites.

Notable Projects:

- **Amman International Film Festival Booking System:** Designed a user-friendly ticketing and event management system.
- **Tajra Store:** Developed an e-commerce platform using WordPress and Elementor.
- **Innovation Business Consultancy:** Created a corporate website showcasing services and expertise.
- **Baghdad on Fire Film Website:** Created a promotional website for the film "Baghdad on Fire," providing information about the movie, its cast, crew, and screenings.
- **Core Consultants Network Website:** Designed and developed the website for Core Consultants Network to showcase their consulting services and industry expertise.

Portfolio: Available upon request

Graphic Design

Services Offered:

- Designing marketing materials such as brochures, logos, and advertisements.
- Creating visual content for websites and social media platforms.

Tools Used: Adobe Creative Suite, including Photoshop, Illustrator, and InDesign.

Client Engagement: Worked closely with clients to understand their vision and deliver designs that met their specifications.

Digital Transformation Consulting | Various Clients

Overview: Provided consulting services to enterprises aiming to digitize their operations.

Key Contributions:

- Assessed client needs and developed customized digital strategies.
- Implemented IT solutions that streamlined business processes.
- Trained client teams on new technologies and digital tools.

TRAINING / COURSES

Proposal Writing Course

Arab Trainers Union & Arab Innovation for Training and Consulting

Organizational Monitoring & Evaluation

FHI 360 - USAID

International Journalism Summer Academy

International Institute for Journalism (IIJ), Germany

Co-Trainer Experience

Training workshops organized by CDFJ

SKILLS

Technical Skills

- **Programming Languages:** PHP, MySQL, Java
- **Web Development:** WordPress, Bubble io, APIs, HTML5, CSS3, Bootstrap, No-Code Platforms.
- **Design Software:** Adobe Photoshop, Illustrator, InDesign
- **Digital Marketing:** SEO, Social Media Platforms, Analytics Tools
- **CMS Platforms:** Proficient with various CMS and open-source scripts
- **Database Management:** Familiar with SQL databases and data analysis tools
- **Operating Systems:** Experience with Linux servers and system administration

Professional Skills

- **Project Management:** Proficient in leading projects from concept to completion, ensuring timely delivery and adherence to budget.
- **Business Strategy Development:** Skilled in formulating strategies that drive growth and competitive advantage.
- **Team Leadership:** Effective in mentoring and guiding teams to achieve collective goals.
- **Analytical Thinking:** Adept at using data to inform decision-making and measure project success.
- **Communication:** Strong written and verbal communication skills, capable of conveying complex ideas clearly.

PERSONALITY

- Meticulous
- Open-minded
- Goal-oriented
- Fast learning
- Team player

REFERENCES

Available upon request.

