MOHAMMED A.H. AL AFRANJI

Marketing, Entrepreneurship and Business Acceleration Expert

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| **BIO** |

Mohammed Alafranji has more than 21 years of Marketing, Entrepreneurship and Career Development Experience in leading firms and organizations operating in Palestine & Jordan, currently working as Program Manager for HASSAD Agritech Accelerator and Cofounder for Habaybna.net, specializes in Mentorship & Entrepreneurship consultancy, coaching and training, His past experience was with PEPSI, MASSAR Associates, Paltel Group, DAI Global, Solutions Dev., TATWEER Business Services, JEFE, Parachute16, Al-Jidara and Al-Jude for Scientific Care [NewThink], worked on projects funded by USAID, World Bank, DFID/UKAID, GIZ, UNESCO and Swiss Agency for Development and Cooperation, he was responsible of designing, implementing and supervising Marketing Planning, Business Model Design, Marketing campaigns, Career Development programs and Entrepreneurship Training and Capacity building activities using all needed tools within the available resources to provide accurate findings and the most truthful recommendations.

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| **Qualification Highlights** |

* **Proficient** in Sales, Marketing & Social Media training and capacity building, **specialized** training courses were provided to multi levels of employees working for business and NGO's for more than **1,250** individuals over the last 6 years.
* **Delivered** over **360** hours of mentorship on career development, marketing for small businesses and entrepreneurs.
* **Organized** high level training and capacity building programs in Jordan and Palestine as a freelancer for well experienced trainers like [Khaled El-Ahmad](https://www.linkedin.com/in/shusmo/), [Ammar Mango](http://ammarmango.com/) and [Cartoonist Omar Abdallat](https://web.facebook.com/omarcartoonist/)
* **Expertise** in Strategic Business and Marketing Planning with more than 18 years of Experience in leading local and International firms and organizations operating in Palestine, Jordan & Turkey.
* **Experienced** in sales analysis, communication, strategic planning, intuitive, administrative, organizational, problem solving organizational and leadership skills. Proven ability to work efficiently in both independent and team environments.
* **Also experienced in** Market Research and worked on several studies and market researches on several sectors, organizations and companies including PCBS, Wataniya Mobile and USAID.
* **Certified** by Innovation 360 institute in Dubai to conduct training programs in Business Model Innovation and creativity for startups.
* **Speaker** at several local and regional events about social innovation and entrepreneurship, recently participated at panel discussion at MENAICT 2018, ZAIN/ZINC events, impACT Amman.

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| **Recent Provided Consulting and Training (2012-2020)** |

Mohammed have delivered more than **1,000** training and consulting hours to **1,250** individual and **20** organizations during the last 6 years.

* **Training and Capacity Building for the Development and Employment Fund (DEF)** Provided in collaboration with Al-Jidara, funded by GIZ, started on Sep. 2018 and will end on July 2019.
* **Social Entrepreneurship training program** Provided for Qudra Programme, EU Madad Labs in collaboration with Parachute16 and DOTJo, Aug. & Sep. 2018
* **Marketing training and mentorship for small businesses** Provided for Jordan Education for Employment, Shiraka program funded by Embassy of the Netherlands, March to Sep. 2018
* **Entrepreneurship Training for Jordan Vocational Employment Program (JVEP)** Provided for Jordan Education for Employment, a program funded by Drosos foundation, Sep. & Nov. 2017
* **Marketing training and mentorship for small businesses** Provided for Jordan Education for Employment, a program funded by MercyCorps, Feb. to March 2017
* **Small business mentorship sessions** Provided for Jordan Education for Employment, July - Sep 2016
* **Small business mentorship – TOT** Provided for Jordan Education for Employment, April 2016
* **Social Entrepreneurship – TOT** Provided by Talentology for INJAZ Jordan, Feb. 2015
* **TeamStart “Arabization & Digital Arabic Content Creation Entrepreneurship ”** Provided by SADAF technology Development, Contracted by MercyCorps/PCAP, funded by USAID**,** July 2014
* **TeamStart “Empowering Women thought Technology Entrepreneurship”** Provided by SADAF technology Development, Contracted by MercyCorps/PCAP, funded by USAID**,** May 2014
* **Sales Training for Sales Managers and Salesmen** for ICT companies in Gaza, provided by TATWEER Business services, contracted by MercyCorps/PCAP, Funded by USAID.
* **TeamStart for Art** provided by TATWEER Business services, SADAF & Zawaya, contracted by MercyCorps/PCAP, Funded by USAID.
* **Marketing for Small ICT projects** for Mobaderoon project, IUG funded by Welfare association.
* **Services and Social Marketing Training Course,** Organized by IUG under the management of civil society organizations professional Diploma, held in Gaza for **9** groups during 2008 - 2012.
* **Marketing for Small Businesses** for local business for the Gaza Chamber of Commerce members funded by GIZ.

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| **Employment History** |

* **Program Manager – HASSAD Agritech Accelerator, JORDAN [April 2019 to Present]**

HASSAD, is an Agritech Accelerator supported by ITG Solutions, it will provide its services to support startups, solutions & SMEs specializing in technology within the agricultural sector in Jordan. HASSAD aims to be a catalyst for the development of the agricultural sector in Jordan through its innovative startups. The way to do this is by building a supportive and stimulating environment that captures the distinctive Agritech solutions and transforming these solutions into companies capable of scaling, influencing and accelerating the development of the Jordanian economy.

**The job description includes:**

* Designing and implementing a robust communications strategy to promote the program. Leading a team of up to 4 people to run the program.
* High level coordination with program partners.
* Manage relationships with partners, sponsors and clients.
* Designing and executing business plan competition.
* High level work shop and event facilitation.
* Linking program participants with potential investors.
* Ongoing mentorship of program participants.
* Identifying potential sources of capital, develop and implement a strategy for making the accelerator financially self-sustainable.
* Lead the development of Accelerator program and curriculum.
* Participating and representing the accelerator in the local, regional, and global Startup community.
* **Co-Founder & Business Development Manager – Habaybna.net, JORDAN [June 2017 to Present]**

Habaybna.net is a social enterprise that provides specialized content on developmental disabilities in Arabic throughout the Arab region. The platform was launched in December 2017 aims to empower parents by providing customized knowledge – in Arabic – through articles and video interviews with experts giving practical guidance, as well as interviews with parents sharing their personal experiences and recommendations.

* **Managing Director – Edarat for Technology [AqarCircle], JORDAN [Jan. 2017 to March 2018]**
* Leading AqarCircle efforts to launch its products in the Jordanian Market and later on GCC markets by developing strategic plans of 2017 including Business and Marketing plans.
* Managing strategic partners’ portfolios currently with ZAIN Jordan, International Islamic Arab Bank and other partners from Turkey and Cyprus.
* **Project Manager - Al-Jude for Scientific Care [NewThink] , JORDAN [May 2015 to Jan. 2017] currently serves as a part-time consultant and trainer**
* Building the first online TV network that promotes hope and curiosity among Arab Youth.
* Promote content over social media channels and conduct online marketing campaigns.
* Managing NewThink activities such as NewThink Festival 2016
* **Trainer – Talentology, JORDAN [Feb. 2015]**
* Conduct training for trainers for “We are Social Leaders” program on Social Entrepreneurship for INJAZ Jordan.
* **Freelance Consultant – Better Business, JORDAN [ Oct. to Dec. 2014]**
* Develop Project Plan for one of BB major clients in Amman, supervise the implementation and report back to the client. The project includes an awareness campaign for the client’s employees conducted in a form of an interactive training.
* Develop a Business model for a new venture by BB starting from the concept note ending with the business plan.
* **CEO & Founder - SADAF Technology Development, PALESTINE [June 2008 to Dec. 2015]**

SADAF Technology Development is a well-established Palestinian company, aimed at facilitating a solid experience in the fields of Technology Development and Creative Production. SADAF team is exposed to long local and international firms and organizations experiences in several fields, all related to Web Technology Development.

* **Managing Partner / Senior Consultant - TATWEER Business Services, PALESTINE [June 2011 to April 2013]**

TATWEER Business Services aims at offering an upgraded level of professional business development and commercial services. "TATWEER" is founded by a team of competent business and development experts with high standard scientific backgrounds combined with practical experiences in the local and regional markets.

* **Gaza Operation Manager - InTajuna Project - Solutions for Development Consulting – PALESTINE –[April 2009 to April 2010]**

InTajuna was a 3- year project managed by Solutions for Development Consulting Co with a core funding from the Swiss Agency for Development and Cooperation [SDC] that aims to increase local producers’ market share in the local market through; increasing the capacity of MSMEs/producers by improving their access to market knowledge and upgrade their management and marketing skill, improving the visibility and perception of Palestinian products within the local market and empowering producers to advocate for policies that are conducive for increased share in the domestic market.

* **Account Manager - Facility for New Markets Development Project (FNMD) - DEVELOPMENT ALTERNATIVES, INC (DAI), PALESTINE [July 2008 to April 2009]**

FNMD is funded by the UK Dept. for International Development [DfID] with backing from the World Bank. FNMD is a grant making facility supporting individual Palestinian enterprises as well as associated groups of companies that want to explore new markets – locally, regionally and internationally, to develop new products, or to improve existing goods and services.

* **Technical Advisor, Palestine Investment Conference, Management Consulting Services, PALESTINE [Mar. 2008 to May 2008]**

Provide technical and professional business review for Gaza projects that will participate in Palestine Investment Conference which will be held in Bethlehem between 21st and 23rd of May 2008.

Level of effort for this assignment was 25 Days

* **Marketing Advisor & Trade Facilitation Manager, ICT Cluster Co-Manager - Palestinian Enterprise Development Project, DEVELOPMENT ALTERNATIVES, INC (DAI) PALESTINE [December 2005 to January 2008]**

Responsibilities include but not limited to:

* Managing a diversified portfolio of SME clients in several locations and industries.
* Providing technical assistance to client firms aimed at improving sales, profitability, capacity utilization, and employment.
* Developing and conducting “Sales & Marketing”, “Sales & Marketing Management”, “Marketing Communication Management”, and “Market Research” Training and workshops
* Support the Marketing efforts of the local firms and Associations by Providing Technical Assistance in several Sales & Marketing Fields.
* Conduct market research studies of Palestinian products identifying new markets opportunities, and to assist products performance in the current markets.
* Work with PED ICT cluster manager in WB closely to handle Gaza strip ICT tasks and Activates.
* **Sales & Marketing Manager (Gaza Office), HADARA Technologies, PALTEL Group, PALESTINE [August 2004 to December 2005]**

Lead Marketing & Sales Department to achieve the goals and targets of HADARA, along with the development of these planes, the department is responsible of selling and marketing a verity of state of art information and communication technology services and products starting from internet connection services, web services, web development, networking and ICT consulting.

* **Sales & Marketing Manager (Gaza Office), Palestine Online – Massar Associates, PALESTINE [April 2003 to July 2004]**

Representing Marketing & Sales Department for Palestine Online in Gaza Strip, and responsible of implementation of POL Marketing and Sales plan in Gaza Strip Market Area

1. Participating in creating the company sales plan in WB & Gaza.
2. Implementing the local sales plan to archive the targeted sales.
3. Creating and implementing the local Marketing plan.
4. Seeking for new dealers for the company services, and follows up on these dealers.
5. Follow up on financial issues with dealers, cooperate and individual customers.
6. Working on public relation issues with local authorities, local media Universities, schools, businesses and associations.

* **Marketing Consultant, Massar Associates, PALESTINE [Nov. 2001 to March 2003]**

Responsible for implementing full scope of work under the **Image Building, PR & Marketing Program**, which aims at improving the image of ICT companies and also addresses their specific market needs. The program was implemented in cooperation and supervision of **DAI/MAP** (Development Alternatives Inc. / Market Access Program) and **PITA** (Palestinian IT Association of Companies)

1. Assessed Companies’ current marketing and PR status based on field visits to the companies,
2. Assisted Companies in preparing the content of their marketing and PR kits including company and product profiles, brochures, catalogues, themes, logos, website, etc.
3. Assisted Companies in supervising the design and production of their promotional material,
4. Assisted Companies to prepare for Gitex 2002 exhibition
5. Prepared marketing plans and other marketing related activity requested by companies.

* **Sales & Marketing Supervisor, Yazegi Group for Soft Drinks (PEPSI), PALESTINE [Apr. 2000 to Oct. 2001]**
* Responsible of the communication with the PEPSI Reginal Marketing Office in Italy.
* Share in setting the new Business Plan for the five years.
* Execute the Marketing Plan, which provided by the Head Marketing Office in Italy and our company’s Marketing Plan.
* Supervised and directed a group of salesmen staff to achieve the Sales and Marketing goals and targets.

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| **Provided Training Programs** |

* **Strategic Planning** for UAWC - Union of Agricultural Work Committees in Palestine, Implemented by Solutions for Development Consulting.
* **Sales and Distribution Management Course,** Organized by Paltrade, Funded by GTZ, implemented by TATWEER Business Services, held in Gaza during Nov. 2009.
* **Marketing Training for Farmers** underSupporting Early Recovery of Agricultural Livelihoods in Gaza project, Funded by USAID through AED, Implemented by Care International and provided by IMPACT Consulting.
* **Market Research and Training** for Agricultural finance project by AED/ESAF funded by USAID and Implemented by Solutions for Development Consulting.
* **Sales & Marketing Training Course,** Organized by Paltrade, Funded by PED/DAI, implemented by Sharhabeel Al-Zaeem and Associates, held in Gaza during June 2008.
* **Marketing** **and Export Training,** Organized by Paltrade, Funded by PED/DAI, implemented by Dimensions Consulting, held in Gaza during Mar. 2008

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| **Education** |

**Bachelor Degree in Marketing,** Faculty of Econ. & Admin. Science, APPLIED SCIENCE UNIVERSITY, Amman, H. K. of JORDAN, Rating: Good (75 %), Feb. 2000

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| **Training Courses Attended** |

* **Regional ToT Course**, Provided by Education for Employment (EFE) at Kempinski Hotel Amman, Jordan for 3 days during Oct. 2017
* **Creativity & Innovation Training Course**, provided by Dr. Tareq Al-Suwaidan and organized by APEX at the Dead Sea, Jordan for 3 days during Sep. 2014
* **Certified Trade Advisors Programme**, provided by International Trade Centre (ITC) in Partnership with the Palestinian Trade Center (PalTrade) and the United Nations Development Programme (UNDP) during Oct, 2012 – May, 2013 in Ramallah.
* **Business Model Innovation TOT**, provided by Innovation 360, Dubai, Feb 2012
* **Sales & Marketing Managers Training Course,** Organized by Paltrade and held in AUC (American University in Cairo – Egypt). July 2005
* **Association executive program (AEP),** Organized by the International School of Association Management and supported by **MAP/DAI** with American Society of Association Executives (**ASAE**), Presented by: Walter A. Schow, Ph.D., CAE, Schow International Inc.(**2002/2003**)

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| **References** |

1. **Maher Kaddoura**, Al-Jude for Scientific Care, Jordan Email: maher@qnnectcapital.com
2. **Husni Khuffash**, Almentor.net, Dubai - UAE, Email: husnik@gmail.com
3. **Wael Attili**, Kharabeesh, Dubai - UAE, Email: waelattili@kharabeesh.com
4. **Haitham AbuShaaban**, Wataniya Mobile, Palestine, Email: haitham.abuShaaban@wataniya.ps

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| **Personal Data** |

1. **E-mail**  [mohammed.alafrangi@gmail.com](mailto:mohammed.alafrangi@gmail.com)
2. **Mobile Jordan** +962 79 8805 035
3. **Birth Date / Age** 11, Aug 1978, Age 42
4. **Gender / M.Status** Male / Married, 2 Kids
5. **Nationality** Palestinianand Resident of Jordan
6. **Last Updated** Jan. 2021