

AYA HOTEIT

CHANGE MANAGEMENT | SUSTAINABILITY | INNOVATION

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LEB/ ESP & Beyond

PROFILE

A driven professional with a strong & pragmatic technical engineering background, leveraging extensive experience in sustainability, innovation, and business design to drive effective change management across corporate, local, and global initiatives. I specialize in developing and implementing human-centered, data-driven solutions for complex problems, with a focus on sustainable development and business excellence.

EXPERIENCE

Founder & CEO, Atelier Miqias

JAN 2021 - PRESENT | LB

Founded and operates a sustainable fashion production atelier focused on ethical sourcing and circular design principles. Pioneered a business model that champions local craftsmanship while minimizing environmental impact. Services local and regional clients establishing a unique brand identity in the regional fashion market

Business Innovation & Sustainability Consultant

OCT 2016 - PRESENT | LB

Provided strategic consultancy to diverse organizations and their beneficiaries, including The EU, CBSB Barcelona, Berytech, Nucleus Ventures, FNF Beirut & The Submarine, Goethe Institute Beirut/Iraq focusing on sustainable innovation, design thinking, product development, and business model design. - **Portfolio available.**

Principal, Beyond Group

AUG 2022 - MAY 2025 | LB

Led the design and management of complex cross-sectoral development projects, facilitating strategic partnerships between diverse stakeholders. Directed project lifecycles from concept to completion achieving 30% efficiency increase.

Entrepreneur In Residence, Astrolabs Co-Lead Program Designer & Trainer

JAN 2020 - JUN 2021 | KSA

Program Design & Innovation Expert, SE Factory

MAR 2017 - DEC 2020 | LB

Partnership Management Intern, Wamda

NOV 2016 | LB

Founder & Creative Director, CIVVIES

JAN 2016 - PRESENT | LB

Co-organizer, Zahle Meets Entrepreneurship

SEP 2014 - NOV, 2014 | LB

Founder, Deeds (Community Mobilizer)

MAY 2014 - AUG 2017 | LB

Engineering Intern, Kassinis International Consult.

JUL 2014 - AUG 2014 | CY

Various Administrative Roles, AUB

FEB 2012 - JAN 2016 | LB

EDUCATION

American University of Beirut

SEP 2010 - AUG 2016

Eng. Bachelors in Chemical Engineering

Focus on Project Management & Product Dev.

Independent Certifications & Coursework

- The Science of Change, Kotter Institute Certified
- Creativity, Innovation & Change, PennState
- Competitive Strategy, LMU
- Design Thinking For Innovation, UVA
- Fashion As Design, MoMa
- Intro To UX Design, Georgia Tech/Google
- Agile Meets Design Thinking, UVA

SKILLS

- Sustainable Design & Innovation Process
- Circular & Green Economy Strategies
- Change Management
- Agile Project Management
- Design & Systems Thinking
- Policy Design & Cooperation Facilitation
- Business/Program Design & Facilitation
- Strategic Planning
- Business Transformation
- Proactive Team Leadership
- Risk Management & Problem Solving
- Data Analysis & Impact Measurement
- Research & Experimental Design

CONTRIBUTIONS

- Speaker Circle The Med COP28 2022 | GR
- Awardee, Standup ENI CBCMED 2022 | LB
- Speaker, MedaWeek Barcelona 2019 | ES
- Speaker, Notre Dame University 2019 | LB
- Participant, Rise UNIDO/CRT 2018 | Italy
- Panelist, Make It Work 2018 AUB | Lebanon
- Talent, UNLEASH Innovation Lab 2017 | DK
- Fellow & Finalist, WeMENA 2017 | Morocco
- Semi-Finalist, MITEF 2017 | Bahrain
- Collaborator, MIT Media Lab 2016 | UAE
- Fellow, Swedish Institute 2016 | Sweden
- Collaborator, SwedAlex 2016 | Egypt
- Participant, Ashoka CMX 2016 | Italy
- Finalist, Abillama Eco Award 2016 | Lebanon
- Final Contestant, Beirut Design Week 2016
- Mentee, Unilever UFL 2014 | Lebanon
- Winner, IBDA AUB 2012 | Lebanon
- Participant, YLP4 UNDP | Lebanon
- BPP Awardee, Model UN 2009 | Lebanon
- Pro-bono Mentor at Startup Weekend, Agritech, & multiple ecosystem events
- Volunteer support at TEDx Beirut, AICHE, Red Cross (Medical Team), Greenpeace, and AUB NCC.