



# About me

I am DhifAllah Mohamed Khair D Alayadi, a **seasoned professional** with a multifaceted skill set that spans across several domains. As a **Digital Transformation Expert**, I lead initiatives to modernize and streamline business processes through cutting-edge digital technologies. My proficiency as a **Data Scientist** allows me to analyze and interpret complex data, driving strategic decision-making and innovation.

In my role as a **Business Analyst** I evaluate business processes to provide actionable insights that enhance efficiency and performance. My background in **Computational Social Science** equips me with the skills to study and analyze social phenomena using computational methods, contributing valuable perspectives to social research.

As an **Instructional Designer** and **Curriculum Designer** I create effective and engaging educational programs and materials that meet diverse learning needs. My expertise as a **Monitoring and Evaluation Specialist** involves developing frameworks to assess and improve program outcomes, ensuring continuous learning and improvement.

## Core Competencies

- Management Consultancy
- Education Expert
- Project Evaluation
- Project Management
- Product Design
- Project Management
- Machine Learning
- Training & Capacity Building
- Monitoring & Evaluation
- Digital Transformation
- Gender Equality & Human Rights
- Advanced Data Science & Analytics
- Social Science Research Methods
- Project Management & Business Acquisition
- Training & Capacity Building
- Women Empowerment & Youth Development
- SME Development Strategies

## International Experience

I Worked with government institutions, non-profits, and regional organizations across Jordan, UAE, Saudi Arabia, Qatar, Oman, and Turkey, including USAID, DEWA, and Mohammed bin Rashid Al Maktoum Foundation.

## Key Achievements

- Created **ESTYGL** program for youth development and **WOW** (Women Opportunities World) program for women empowerment.
- Developed and implemented data-driven strategies for over **50 SMEs**, resulting in an average 30% improvement in performance metrics.
- Trained more than **1000 professionals** across various sectors, with 95% positive feedback rate.
- Led **digital transformation initiatives** for 20+ schools in UAE, increasing operational efficiency by 40%.
- Hiring **30 principals** for international schools in UAE and KSA
- Hiring more than **300 teachers**
- Create **two academic plans** for new established schools

## Languages

Arabic (Native), English (Fluent)

# Expertise in Action

I leverage my data science and social science expertise to:

- Analyze complex social trends using data from diverse sources (social media, surveys, government records)
- Develop data-driven strategies for SME growth and innovation
- Create insightful dashboards for decision-makers in various sectors
- Design and deliver high-impact training programs across multiple disciplines

Additionally, I created and implemented several innovative programs:

1. **First Step:** A program for fresh graduates, teaching them how to navigate the real world, prepare CVs, excel in interviews, and apply for jobs effectively.
2. **Idea:** A youth-focused program guiding participants from idea generation to creating business and marketing plans, and launching their own businesses.
3. **PMP+:** A unique combination of Project Management Professional (PMP) principles and Monitoring & Evaluation (M&E) techniques.
4. **Presenter:** A program based on instructional design models, helping students effectively present their final projects.
5. **WOW (Women Opportunities World):** A comprehensive program targeting women's development in three key areas: work, life, and family.



# Experiences

## **Consultant and Advisor - 2021 - Present**

**Various International NGOs and companies in Jordan, and International Organizations**

- **Provide expertise and consultancy services on a range of projects including:**
  - **Women empowerment**
  - **Youth development**
  - **Performance management**
  - **Social protection**
  - **Climate change**
  - **Marketing analytics**
  - **Project evaluation**
  - **Gender-based violence**
  - **Creating studies**
  - **Digital transformation**
  - **Digital analyzing platforms**
  - **Human rights**
  - **Gender equality**
  - **Justice and the rule of law**
- **Collaborate with diverse stakeholders to design and implement effective strategies**
- **Conduct research and analysis to inform project development and decision-making**
- **Develop and deliver training programs to build capacity in various sectors**
- **Provide expert advice on best practices and innovative approaches in multiple fields**

## **Learning and Evaluation Expert - 2019 - 2022 LMC- Jordan**

- **Develop and implement monitoring and evaluation frameworks for our programs and interventions**
- **Develop and oversee data collection processes and tools, ensuring data quality and accuracy**
- **Analyze data collected through monitoring and evaluation processes to identify trends, gaps, and opportunities for improvement**
- **Develop and manage a system for tracking and reporting on program and intervention outcomes and impact**
- **Collaborate with program teams to integrate learning and evaluation into program design and implementation**
- **Facilitate learning and reflection sessions with program teams to promote continuous learning and improvement**
- **Produce high-quality evaluation reports and other learning products to communicate results and recommendations to internal and external stakeholders**
- **Stay up-to-date on best practices in learning and evaluation, and incorporate new methodologies and tools into our organization's practices**
- **Use my skills and knowledge in learning and evaluation to help SMEs improve their performance, efficiency, and profitability.**

# Experiences

## **Investment Manager - 2015 - 2019 Al-Hattab Investment, UAE**

- Managed the investment portfolio spanning sectors like education, healthcare, real estate, and retail
- Conducted in-depth market research and data analysis to identify investment opportunities
- Performed feasibility studies and financial modeling to evaluate potential investments
- Led the due diligence process for acquisitions, analyzing all stakeholder interests
- Defined yearly, quarterly and monthly strategic goals, setting relevant KPIs
- Oversaw portfolio company operations across UAE, Oman and other overseas markets
- Utilized data-driven approaches and business analytics to drive investment decisions
- Supervised section managers and cross-functional teams to achieve financial targets

## **General Manager - 2015 – 2019 LMC- UAE & Jordan**

- Response about business acquisition, to connect investors with business owners to finalize partial or full acquisition, we finalize selling school, 4 tech companies, 3 restaurants,
- Program manager for AQDER project collaboration with Khalifa Fund, program for youth awareness about cyber security, and prepare the ROI implementation to check the program efficiency
- Provide more than 30 training programs for schools, teachers, students and companies in new learning strategies, STEAM practices for physics, & innovation & entrepreneurship skills.
- Develop more than 10 training programs in interactive training, online training, and using visual aids in training & teaching
- Setting the Monitoring & evaluation for AQDER project.
- Digital Transformation for SMEs in Dubai, partnered with hi2.ae to survey 300 SMEs, conducted workshops, and analyzed current digital infrastructure.

## **Project manager for training & recruitment – 2013- 2015 LMCUAE & Jordan**

- Team leader for recruitment of school's principals, leaders, and teachers for more than 25 international & national schools in UAE & Jordan
- Senior Trainer for educational projects.
- Senior content developer for online training & business training
- STEAM Senior Trainer
- Senior specialist in Interactive training design
- Content developer for the E-Books and newsletters
- Head of event management

During my work in LMC, I worked as a recruiter and I hired principals for more than 20 schools in all UAE, Also I hired complete hospital staff in Sharjah from the hospital manger to the receptionists, staff for rehabilitation center, doctors and nurses for medical centers and trainers and consultants for semi government organization.

I have a good experience in creating job advertisements in multi platforms, following up the applications and analyzing it, head hunting, discovering the hidden criteria for the candidates plus working smoothly with different ATS systems like Jobvite, Recruit CRM and Manatal.

Lead the recruitment interviews based on competencies, use STAR model and reflected realistic cases studies approach.

In addition, I finalized hired staff for Nora University in KSA.

#### **Head of business development and teaching & learning- School of modern skills- 2012-2013-UAE**

- Setting the school implementation plan to achieve the inspection standards from the KHDA
- Response about talent acquisition for all the school
- Control the budget and setting the strategic goals with the board of governance and the shareholder
- Response about contracts with all other parties which they provide school by any services
- The project manager to establish a new branch for the school

#### **Master trainer & Project Manager in educational projects – ASK 2011-2012 –Jordan**

- Project Manager “LETS” ( Learning Environmental Technical Support) Project – one of USAID "[U.S. Agency for International Development](#)" projects in Education- Jordan, project manager response about around 100 public schools that were covered by our implementation each employee from us we sent it to any school we called “change agent” to work all school’s stakeholders ( students, teachers, principals, parents and the community) to change the social behavior and build strong sharing response social community
- Setting the MEAL system for the whole project, because the targets for the project are the schools in outback regions and face social and health difficulties.
- One of the leaders inside the company who we are response about winning proposals, setting strategic objective, develop the P & L and build internal continuous process to create local change agents and trainers
- Master trainer to deliver the business workshop to the company itself and for the company client in (Analytic business marketing, Setting KPIS and measure it, Agile project management, strategic communication, create polling systems and more)

## **Coordinator for science challenge in Jordan & Physics teacher – 2006 -2011 –MOE – Jordan**

- Teaching physics, chemistry, math, and science for grades 7-12
- Build online materials for learning physics
- In that time dealing with e-learning almost non-existent but I was one of the pioneers in using e-learning in creating e-books, build auto play CDs, create online quizzes make self-evaluation
- Coordinator about digitize the content of science subject for grade 7
- Automation student's and teacher's progress and attainment and visualizing the result

### **Skills:**

**Strong knowledge of international donor requirements.**

**Familiarity with civil society, media, and advocacy environment in Jordan is preferred.**

**Familiarity with project finance management, including financial controls, accounting, auditing.**

**Native Arabic speaker.**

**Fluency in English (both spoken and written).**

**Ability to work under pressure and meet diverse workloads and competing deadlines.**

**Excellent organizational skills, detail-oriented and flexible work style.**

**Strong written and oral communication skills.**

**Proficiency in the use of computers and Microsoft Office software. Demonstrated ability to work well in teams and in a collaborative environment.**

**Ability to multitask is highly desired.**

**Appreciation of and ability to work effectively in diverse work environments.**

## **Education**

### **Coordinator for science challenge in Jordan & Physics teacher – 2006 -2011 –MOE – Jordan**

- B.S.C in Physics, AL-Hussein bin Talal University, 2006
- Computational Social Science Specialization, University of California, Davis
- Diploma in Economics: Microeconomics MRU University
- Finance Fundamentals in Python Datacamp
- Applied Finance in Python Datacamp
- Data Scientist Professional, Datacamp
- Google Data Analytics Professional Certificate
- AWS Machine Learning Nanodegree
- Business Analytics Nanodegree
- AI programming with python Nanodegree

# Specialization

Specialization Name	Courses Number	Organization Provider
Computational Social Science	5 courses	University of California, Davis UCDAVIS
Business Analytic Nano Degree	28 courses	Udacity
Machine Learning Fundamentals	24 courses	Udacity
Methods and Statistics in Social Sciences Specialization	5 courses	University of Amsterdam
Data Analysis and Presentation Skills: the PwC Approach	5 courses	PWC
AWS Nanodegree Machine Learning	12 courses	AWS & UDACITY
Google Project Management	6 courses	Google
Meta Marketing Analytics	6 courses	Meta
Google Data Analytics	8 courses	Google
Data Visualization with Tableau	5 courses	University of California, Davis UCDAVIS
Excel to MySQL: Analytic Techniques for Business Specialization	5 courses	Duke University
Project Management & Other Tools for Career Development	5 courses	University of California, Irvine (UCI)
Project Management Principles and Practices Specialization	4 courses	University of California, Irvine (UCI)
Methods and Statistics in Social Sciences Specialization	5 courses	University of Amsterdam

Specialization Name	Courses Number	Organization Provider
Leadership Out of the Box Specialization	4 courses	Queen Mary University of London
Introduction to Data Science	4 courses	IBM
Key Technologies for Business Specialization	3 courses	IBM
Virtual Teacher	5 courses	University of California, Irvine (UCI)

## Strategic & scientist courses

Corse Name	Organization Provider
M&E Fundamentals	Global health & USAID
Data Quality	Global health & USAID
MEAL DPro: Monitoring, Evaluation, Accountability and Learning for Development Professionals	Kaya, humanity leadership academy
MEAL (Monitoring, Evaluation, Accountability and Learning) in Emergencies	Disasterready.org
Create and Design Digital Products using Canva	Coursera
Design Thinking for Innovation	University of Virginia
Basic Statistics	University of Amsterdam
Lead Management in Salesforce	Salesforce
Data Visualization and Communication with Tableau	Duke University
Introduction to E-Learning Theory and Practice	Alison

# Training Courses

- LEADER OF CHANGE ASK for Human Capacity Building – 2011
- The course aims at empowering individuals to become an authentic Leader of Change, capable of leveraging the cutting edge of Information and Communication Technologies (ICT) in the educational process as well as enabling them to acquire the needed coaching skills. In this program, the trainees undergo an intensive full-time training of 1600 contact hours. The course was implemented and supervised by experts from In Holland Academy.
- TOT from the American University of science and technology
- IV assessor from the American University of science and technology
- EV assessor from the American University of science and technology
- Advance business analysis from the American University of science and technology
- Massive Certified Coach from Alayadi Academy
- Content Developer from LMCMENA
- Strategic communication from Johns Hopkins University- ASK 2012 7 days training on strategic communication.
- Introduction to building LMS (Learning Management Systems)
- LoC “Leader of Change” Jan – May 2012 - In Holland Academy Amman –Jordan
- Soft skills Training – TOT
- Project Management Training – TOT
- Business Consulting & Mentoring Training – TOT
- Thinking skills – TOT
- Strategic Marketing & Networking Through social media - TOT

