

Education
2012-2014



Master of Urban and Regional Planning

University of Michigan, Ann Arbor, MI
Concentration in physical planning and design; GPA: 3.83 of 4.00

2009-2012



Bachelor of Arts in Economics

American University of Beirut, Lebanon
Emphasis on econometrics and applied microeconomics; GPA: 3.72 of 4.00

Jun-Aug 2010



Pembroke-King's Summer Programme

Cambridge University, United Kingdom
Courses in foreign policy, behavioral economics and urban history; Average: A-

Consultancies
Aug 2022- Present



Strategy & Public Policy Consultant (External)

Whiteshield Partners, Riyadh, Kingdom of Saudi Arabia and Dubai, United Arab Emirates

- Provided strategic advisory to public sector clients in KSA and UAE on issues related to labour economics, public policy, education, and work models
- Developed dynamic forecasting models to help entities forecast and plan according to different future scenarios, utilizing a variety of structured and ambiguous large datasets
- Developed financial models for budget forecasting and resource planning
- Conducted data analysis, sectoral assessments, policy review and analysis, international benchmarking, and KPI target-setting to provide insights and recommendations to clients
- Created executive-level presentations highlighting insights and articulating recommendations

Jun 2022- Feb 2023



Socio-economic Expert

Food and Agricultural Organization (FAO), Beirut, Lebanon

- Project: Strengthening the resilience of vulnerable smallholder farm families affected by the economic crisis and COVID-19 pandemic
- Supported with survey design, setting beneficiary selection criteria based on socio-economic indicators and requirements, data collection and analysis, and alignment of project components

Apr 2022- Present

Consultant - Quantitative Research

Lugarit, Melbourne, Australia

- Developed quantitative research on the status of women in a conflict country, including survey design, sampling methodology, and data analysis and analytical report writing across 12 pillars
- Contributed to the publication of a flagship report to be used for advocacy purposes as well as to guide UN and other donor involvement in supporting women and girls in a conflict situation

Mar-Jun 2022



Livelihood Sector Consultant

United Nations Development Program (UNDP), Beirut, Lebanon

- Designed and oversaw the mapping process of education and economic opportunities open to youth from vulnerable communities
- Laid out a strategy for physical and digital outreach to targeted audience in coordination with multiple stakeholders
- Designed a pitch competition's process (outreach, application, awarding, funding and monitoring) to support start-ups and young entrepreneurs

Jun 2021-Mar 2022



GIS Consultant

The Policy Initiative (TPI), Beirut, Lebanon

- Conducted spatial analysis of socio-economic, demographic and environmental variables as part of the economic assessment of three unions of municipalities in Lebanon
- Produced a series of maps that display current conditions and changes over time at the municipality level

May 2018-Mar 2020



Data Consultant

Urban Analysis Network – Syria (UrbAN-S), Amman, Jordan

- Scoped the process of index, sub-index and indicator design for the Urban Functionality Index
- Contributed and provided feedback in questionnaire design and provided insights for data collection methodology
- Facilitated workshop sessions on urban topics, indicators, and complexity theory

Apr 2016-May 2018



Research Consultant

Lebanese Center for Policy Studies (LCPS), Beirut, Lebanon

- Provided economic analysis and geospatial inputs for projects for the World Bank and other clients, including: - Analysis of urban mobility, sprawl and density configurations - Identification of the geography of poverty in Lebanon and its causes, using spatial and non-spatial indicators
- Conducted policy research on the Lebanese parliament, analyzing performance and policy coherence within and across parties

May-Nov 2017



Program Consultant

United Nations Development Program (UNDP), Beirut, Lebanon

- Mapped economic and education support programs available to youth in Palestinian gatherings in Lebanon
- Developed strategic and sustainable intervention directions that aim at the economic empowerment of youth in the gatherings

Aug-Oct 2016



Research Consultant

Power2Youth (an EU project), Beirut, Lebanon

- Analyzed a socio-economic survey run on 1,000 Lebanese youth
- Segmented Lebanese youth into five groups based on common characteristics
- Co-authored a research paper entitled “Who are the Lebanese Youth? A Segmentation-based Approach” and presented key findings at a regional conference

Job Experience

Jun 2016-Sept 2021



Urban Portfolio Coordinator

Common Space Initiative, Beirut, Lebanon

- Led a team of data scientists and GIS analysts to build a first-of-its-kind development index for cities, validating and standardizing data from various sources and addressing the issues of productivity, infrastructure and governance
- Managed research projects on development, housing, governance, local economy and gender in the Middle East, setting up research teams, developing methodologies, creating maps and data communication tools, editing publications, and communicating with various stakeholders
- Contributed to the creation of in-depth urban profiles, research papers and concept notes
- Developed a framework for the analysis of local business environments, tackling market-level and business-level factors

Jul 2014-Jul 2015



Strategy and Research Analyst

Detroit Economic Growth Corporation (DEGC), Detroit, MI

Helped in Detroit’s sustainable economic growth through business retention and attraction.

Tasks included:

- Analysis: performed data queries, conducted economic and spatial analysis, and communicated insights with senior management
- Business Solutions: facilitated procurement and optimized site selection for new businesses and operations
- Research and Marketing Strategy: conducted research to help build a strong case to promote Detroit as a business destination
- GIS: produced printed and interactive maps for real estate, investment and legal uses

Mar-Jun 2015  **Retail Planning Analyst (part-time)**

Gibbs Planning Group, Birmingham, MI

- Under the mentorship of leading urban retail planner Robert Gibbs, worked on urban and economic planning projects
- Market Research, including research on shopping centers, customer segmentation and job creation
- Urban Planning; utilized market research and urban design in the planning of retail and mixed-use developments

Jun-Jul 2013  **Planning and Design Intern**

Dar Al-Handasah, Beirut

Screened and assessed urban planning projects, performed research on planning systems, and estimated future project costs using statistical methods

Languages

Arabic (native)
English (fluent)
Russian (beginner)

Professional Skills

Strategy Consulting
Economic and Statistical Analysis
Urban Planning and Design
Quantitative and Qualitative Research
GIS and Map Creation
Marketing Strategy

Computer Skills

Statistical Packages (R, Stata, SPSS, Eviews)
Data Visualization (Power BI, Tableau)
Geographic Information Systems (ArcGIS)
Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Microsoft Office (Excel, Word, Powerpoint)