

Rasha Moustafa Awad, Ph.D

Member of International WHO'S WHO of Professionals

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An Egyptian of high standing and multiple-disciplinary career, with more than 24 years of Professional and Managerial Experiences in Policy Research and Learning Industry. Her profession is to provide policymakers with information, tools, knowledge and policy options, in order to understand and respond to one or more aspects related to socio-economic development. She published many refereed research papers, and contributed to number of significant national research projects in Egypt, Qatar and Saudi Arabia. Dr. Awad aspires to achieve more in the coming years, in order to support the development efforts in Arab countries, gain more knowledge and share experience with others. She speaks Arabic and English.

EDUCATION

- *2006: Doctorate of Philosophy Degree in Economics.* “Analysis of the Inter-relationship between the Real Economy and the Financial Economy, with Application on the Egyptian Economy”, Faculty of Economics and Political Sciences, Cairo University.
- *1998: Master’s Degree in Arts of Economics.* “Determinants of Investment in Capital Markets”, Faculty of Economics and Political Sciences, Cairo University.
- *1994: Bachelor of Arts in Economics.* General Grade Very Good, Faculty of Economics and Political Sciences, Cairo University.

AWARDS

- *2014- 2015:* Selected as one of the Most Outstanding Executive Directors, International Who’s Who of Professionals Association, United States of America.
- *2009:* Prof. Shawki Al-Fangary's Award for Best-Applied Research to Serve the Community, for the Year 2008. The Research was entitled "Energy in Egypt ... Problem and Solutions". The competition is organizing yearly by Cairo University, Egypt.
- *2008:* Best Applied Research presented, the Seventh Annual Scientific Conference on Culture and Development. Tohoti Society for Economic Research, Alexandria, Egypt, 24-25 December 2008.

EMPLOYMENT HISTORY

- Chief Executive Officer, Intex “Partners in Learning” (January 2019 – Present)
- Freelance Research/ Public Policy Advisor (January 2010 - Present)
- Director of Quality Assurance, KLD Management Training, Dubai, United Arab Emirates (February – December 2018)

- Manager of Research and Statistics, Qatar Development Bank [SMEs Development Entity], Qatar (January 2015-September 2016).
- Executive Director of Research and Strategy, Qatar Small and Medium Enterprises Development Authority -Enterprise Qatar, Qatar (December 2012 –December 2014).
- The Egyptian Cabinet – Information and Decision Support Center (IDSC):
 - Director of Public Policies’ Monitoring and Evaluation Department (2006-2012);
 - IDSC Executive Manager (2003-2007); with focus on Decision Support Departments (Economic Analysis Department, Public Policies’ Monitoring and Evaluation Department, Developmental Studies Department, Development Monitoring and Follow up Department, and IDSC Poll Center)
 - Director of Technical Office Department (2002-2005);
 - Executive Manager of Economic Analysis Department (2002);
 - Manager of Early Warning System Unit (2000-2002);
 - Manager of Assessing Governmental Programme Performance Unit (2000);
 - Manager of Decision Support Unit (1997-2000);
 - Economic Analyst (1996-1997).
- Senior Economic Advisor for the Minister, Egyptian Ministry of Manpower and Immigration, Egypt (2009-2010).
- External Economic Consultant, Abdulaziz Al-Gasim Law Firm, Riyadh, Kingdom of Saudi Arabia (2010-2015).
- Websites' Evaluator, member of Evaluation Committee, the Annual Excellence Competition, Egyptian Ministry of State of Administrative Development, Egypt (2007-2009).
- External Lecturer, Faculty of Economic and Political Sciences – Cairo University, Egypt (2006-2009).
- Member of Management Committee, and Websites and Portals Consultant, Project on Enhancing Local Development and Governance Issues: Pilot Using I.T. Support. The project implemented by IDSC in collaboration with UNDP, Egypt (2002-2005).
- Software Evaluator and Member of Assessment Committee, Mrs. Susan Mubarak Competition for Children's Software and Internet (2001-2002).
- Technical Director Assistant, Demographic and Health Survey Group/ Al-Zanaty Associates, Egypt (1995-1996).
- Research Assistant, Shindy and Associates for Consultancy Services, Egypt (1994).

KEY CONTRIBUTION (Sample)

- *e-Learning Platform Maraam.io (2018)*. Director Quality Assurance and L&D Principal, the project was conducted by “KLD Learning management”. The Platform provides customers with training videos and book summaries. Core contributions included: building capacity for

team members, develop related content development manuals, design and develop training courses, and assure quality along the whole process cycle.

- ▶ *“Developing the Standard and Unified SMEs Definition for the State of Qatar”* (2013-2015). Technical Director and Key Principal investigator, the project was conducted by “Enterprise Qatar” and later by “Qatar Development Bank”, in collaboration with key concerned entities. In this regard, (22) Arab and International experiences reviewed; (26) stakeholders engaged in all phases; and McKinsey Consulting Firm confirmed the latest version of the definition.
- ▶ *“Home-based Businesses in Qatar: their status and how to improve”* (2013-2015). Technical Director and Key Principal Investigator, the project concluded to the National Programme to Develop Home-based Businesses in Qatar. It was conducted by “Enterprise Qatar” and later by “Qatar Development Bank”, in collaboration with Ministry of Labour and Social Affairs, and Social Development Centre. The project’s methodology included: 1) a telephone survey of HbBs in Qatar, whose data is available with the Ministry of Labor & Social Affairs and the Social Development Center; 2) study International and Gulf Experiences in HbB Development; 3) discussion sessions with a sample of HbBs owners to discuss initial results and proposals; 4) design a national programme to develop them and discuss it with related stakeholders to be confirmed. The National Programme has been issued in June 2015.
- ▶ *“Ease SMEs Access to Government Procurement”* (2012-2015). Key principal Investigator. Due to the Qatari sectorial strategy on “Economic Diversification and Private Sector Development” (EDPS), Enterprise Qatar (later QDB) assisted Ministry of Finance to give SMEs a preferable treatment in the new Public Procurement Law and Bylaw, by doing the necessary background research and proposing the required articles. The New Law has been issued in November 2015, opening the door for SMEs to access the government procurement.
- ▶ *“BusinessPulse.qa”*, the national Qatari online portal for Small Business in Qatar (2013-2014). Technical Director and Key Principal, the project was conducted by “Enterprise Qatar” in collaboration with Thomson Reuters Dubai. The Initial Version was launched In QiTCOM event (26 - 28 May 2014) which comes as second portal in MENA’s desired Business Pulse series, which started by United Arab Emirates.
- ▶ *Mid-term Review of Qatari Sectoral Strategy on Economic Diversification and Private Sector Development* (2013-2014). Economic Expert, Enterprise Qatar in collaboration with Ministry of Developmental Planning and Statistics, Qatar. Key efforts included: conducting a survey among main stakeholders to collect information on their interventions to support SMEs in Qatar (35 entities, 120 interventions); and proposing a monitoring and evaluation framework for private sector development.
- ▶ *“Monitoring and Evaluation of Government Policies”* (2009-2010). Project Technical Director and Economic Expert, the project is conducting by IDSC, in collaboration with the Egyptian Cabinet and Governmental Entities. The first output was a document on “The Egyptian Government ... Vision, Strategic Objectives and Policies”.
- ▶ *“Monitoring the implementation of the Presidential Electoral Platform/ Government Programme* (2005-2011). Project Technical Director and Economic Expert; the project initiated to trace the progress in accomplishing the Programme’s projects, and their developmental impact. This

effort is implementing on a semi- annual basis, supported by the photographic documentation and online system with multi-level, starting from monitoring dashboard to detailed database for each project. The Project started in 2005, by IDSC, in collaboration with the assigned ministries, the Egyptian Cabinet and the General Assembly of the National Democratic Party. It covered more than (160) national project to be monitored and evaluated, in collaboration with more than (35) government entities.

- *"Tracing Egypt's development in the international reports' and Indicators' context"*. Project Technical Director and Economic Expert, The Project provides a regular follow- up for the international evaluation of the Egyptian economic, social, and political development plans, which reflect the internal efforts in this regard.
- *"The National Plan for Youth Employment"*. Coordinator for the Technical Committee of "The Macroeconomic and Sectoral Environment Policies" (2007-2009), A Project was conducted by The Ministry of Manpower and Immigration, in collaboration with the ILO – Regional Office and The Egyptian Center for Economic Studies.
- *Enhancing Local Development and Governance Issues: Pilot Using Information Technology Support* (2002-2005). Member in Management Team and Website Consultant, The Egyptian Cabinet- Information and Decision Support Center in coordination with UNDP, Egypt.
- *The Arab Strategy for Information Technology* (2004). Principal Researcher and Team Coordinator, The Egyptian Cabinet- Information and Decision Support Center in collaboration with Arab League Educational, Cultural and Scientific Organization.

CAPACITY BUILDING ACTIVITIES

- *24 Dec. 2009:* "The Role of Web Services to Achieve Integration among Governmental Institutions". In "Workshop on "Electronic Portals for Arab Governments: Experiences, Challenges, and Achievements", Organized by the Arab Administrative Development Organization (ARADO), Hurgada, Egypt.
- *8-12 Nov. 2009:* Training Course on "Capacity Building on Decision Support Issues", Organized by IDSC, for The Cabinet of Ministers in Sudan and Egypt, Cairo, Egypt.
- *25 June – 1 July 2008:* Training Course on "Strategic Planning and Annual Planning", Organized by Adult Education Authority, Cairo, Egypt.
- *4-5 Dec. 2007:* Training Course on "Improving Country's Image Abroad, focusing on Monitoring the International Reports Technique". Organized by IDSC for The Cabinet of Ministers, in Syria, Cairo, Egypt.
- *25 Nov. 2007:* Training Course on "Enhancing Decision Support Process for Urgent and Long-term Issues". Organized by IDSC for The Cabinet of Ministers in Syria, Cairo, Egypt.
- *15-17 July 2007:* Training Course on "Enhancing Decision Support Process Using Strategic Thinking and Strategic Planning Techniques". Organized by IDSC for The Cabinet of Ministers in Sudan, Cairo, Egypt.
- *11-21 Oct. 2003:* Training Course on "Early Warning Systems for Societal Crises", Organized by the Decision Support Center, Dubai Police, Dubai, United Arab Emirates.

PROFESSIONAL MEMBERSHIP

- International Who's Who of Professionals, United States of America.
- Member of Faculty of Economics and Political Sciences Graduates Association, Cairo, Egypt.
- Member of the Egyptian Association for Political Economic, Statistics, and Legislation, Cairo, Egypt.
- Member of the Arab Management Association (A.M.A), Cairo, Egypt.

RECENT PUBLICATIONS

- *"Comprehensive Public Management Reform to Strengthen the Entrepreneurial Economy in Saudi Arabia"*, Institute of Public Administration Conference on Administrative Development in Light of Economic Challenges, Riyadh, 22-25 November, 2016.
- *"Strengthening Entrepreneurial Economy in Saudi Arabia"*, the 3rd Scientific Conference "National Economy: Challenges and Aspirations", Faculty of Economic and Management, University of Kingdom Abdulaziz in collaboration with Gulf Research Center, Jeddah, 3-5 May, 2016.
- *"The National Definition of SMEs in Qatar"*, Qatar Development Bank, Doha, (November 2015). (Arabic and English Languages)
- *"Towards Adopting a unified and Standard Definition of Small and Medium Enterprises in Qatar"*, Qatar Development Bank, Doha (2016).
- With Abdulaziz AlGassim, *"Towards Judicial Reform in Saudi Arabia"*, Riyadh Economic Forum, [7 research papers: the Relationship between Sustainable Development and Judicial Reform, Alternative Dispute Resolutions, Judicial Governance, Re-structuring Judicial System, Reform Judicial Regulations, Judicial Human Resource Management, and Judicial Infrastructure], (2015).
- With Ahmed Badawy and Ahmad Hawi, *"Home-based Businesses in Qatar: Current Situation and Mechanisms to Develop"* Publications (HbBs Survey Report, International and Gulf Experiences Research, and Policy Paper), Qatar Development Bank in collaboration with Ministry of Labor and Social Affairs and Social Development Centre, Doha, October 2015 (Arabic and English Languages).
- *"Strengthening Economic Diversification in GCC Countries: Current Situation and Desired Future"*, 3rd Annual Think Tanks Conference on "The GCC Countries: Politics and Economics in Light of the Regional and International Shifts and Changes", Arab Center for Research and Policy Studies, Doha, 6-8 December, 2014.
- *"Adopting Merit System in Selecting and Appointing Government Administrative Leaders in KSA: in light of International Experiences"*, Conference on "Government Administrative Leaders in the Kingdom of Saudi Arabia: Status and Aspirations", Institute of Public Administration, Riyadh, 2-4 December, 2014
- *"Improving Saudis Employment within a Sustainable Economic Environment"*, the 2nd Scientific Conference "National Economy: Challenges and Aspirations", Faculty of Economic and

Management, University of Kingdom Abdulaziz in collaboration with Gulf Research Center, Jeddah, 22-24 April, 2014.

- *“Policy Options to Develop a System for Property Professional Valuers”*, Abdulaziz Al-Gasim Law Firm – powered by Allan and Overy International, Riyadh, March, 2013 (Limited Distribution).
- *“Proposed Framework to Develop Community Policing in KSA”*, Abdulaziz Al-Gasim Law Firm – powered by Allan and Overy International, Riyadh, January, 2013 (Limited Distribution).
- *“American Subprime Crisis: Lessons Learned for Policy in KSA”*, Abdulaziz Al-Gasim Law Firm - powered by Allan and Overy International, Riyadh, December, 2011 (Limited Distribution).
- *The Interrelation between the Real Economy and the Financial Economy: with Application on the Egyptian Economy*, A Dissertation Submitted for the Doctorate of Philosophy in Economic Degree, Supervised by Prof. Mahmoud Abdel-Fadil, Cairo University, Faculty of Economics and Political Sciences, Economic Department, Cairo, January, 2006.
- With Mahmoud Abdel-Fadil, et al, *“The Composite Indicator for Financial Economy's Performance: Methodology and Application”*, The Egyptian Cabinet Information and Decision Support Center, Cairo, July 2002.
- *“Characteristics of Egyptian Banking Industry”*, Workshop on The Banking Sector in Arab Countries: Performance and Challenges. Arab Planning Institute, Kuwait City, Kuwait, 19-20 February 2001.
- *Determinants of Investment in Capital Markets*, A Thesis Submitted for the Master Degree in Arts of Economics, Supervised by Prof. Mohamed Fathi Sakr, Cairo University, Faculty of Economics and Political Sciences, Economic Department, Cairo, 1998.

TRAINING COURSES

- *7-10 Dec. 2009*: “Workshop on Monitoring MDGs”, ESCWA in collaboration with DevInfo, Beirut, Lebanon.
- *25-28 May 2009*: “Training Course on Foundations of Monitoring and Evaluation for Results”, World Bank Institute in collaboration with The Arab Administrative Development Organization (ARADO), Sharm El-Shiehk, Egypt.
- *March 2008*: “Training Course on Policies to Improve the Competitive Capabilities”, Arab Planning Institute in Kuwait in collaboration with IDSC, Cairo, Egypt.
- *16-26 Feb. 2008*: “Workshop and Study Visit to Germany: Benchmarking of Think Tanks”. InWent Capacity Building International- Germany in collaboration with IDSC, Berlin, Germany,
- *28 Oct. – 1 Nov. 2007*: “Capacity Building in a Learning Organization and Leadership for Change”. Egypt, InWent Capacity Building International-Germany in collaboration with IDSC, Ein Sokhna, Egypt.
- *Nov. 2006*: “Promoting Local Economic Development through Strategic Planning”, UNHabitat in collaboration with ILO, UTI and HBRC, Cairo, Egypt.

- *May 2006*: “Evaluation of the Economic Structural Adjustment Policies”, Arab Planning Institute in Kuwait in collaboration with IDSC, Cairo, Egypt.
- *March 2004*: “Strategic Plan and Thinking”, Knowledge Academy, Cairo, Egypt.
- *Nov. 2001*: “Performance Management System”, Information and Decision Support Center, Cairo, Egypt.
- *August 1999*: “Information Technology Project Management”, Singapore Cooperating Programme, Institute of Science Systems (ISS), Singapore.
- *May 1999*: “Using Household Data for Policy Analysis- using STATA 6.0”, The Center for Economic and Financial Research and Studies, Faculty of Economics and Political Sciences, Cairo University, Cairo, Egypt.
- *Feb. 1999*: “Applied Macroeconomic Analysis” The Center for Economic and Financial Research and Studies, Faculty of Economics and Political Sciences, Cairo University, Cairo, Egypt.
- *July 1995*: “The Trading System of the Capital Stock Market”, the Capital Market Authority, Cairo, Egypt.

PERSONAL INFORMATION

- Date of Birth: 16 November 1972.
- Place of Birth: Cairo, Egypt.
- Nationality: Egyptian.
- Marital Status: Married, with two Children.
- Address (in Egypt): Villa 120, Stilla Heliopolis Compound, Cairo.
- Address (in UAE): Dubai, JVC, District 10, Street 20, Saleh bin Lahij Building, Block A, Villa A6.
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