

## Curriculum Vitae



### Dr. Noureddine SELMI

(48 years old, married, 4 children, phone/wathsApp: +216 98 33 36 18;

Private email: [nour\\_eddine\\_selmi@yahoo.fr](mailto:nour_eddine_selmi@yahoo.fr))

**Ex-Minister** of Equipment, Housing and Territorial Development - Tunisia

**Ex- Deputy Minister** of the Minister of Higher Education and Scientific Research - Tunisia

**Ex- Deputy Minister** of the Minister of trade and handicraft - Tunisia

**Advisor** of United States Institute of Peace (USIP)

**Presidential Medal:** Knight of the National Order of Merit in the Education & Science in Tunisia, (Presidential decree n ° 2017-99 dated 25 July 2017)

**Full Professor** (IHEC Carthage-Tunisia) / **Ph.D (University of Savoie Mont Blanc-France)**

**Visiting Professor & Researcher:** 21 years (Canada: UQAM, France: Savoie Mont Blanc University, ISC Paris, ESC La Rochelle, ESC Troyes..., Morocco, Algeria...)

**Ex-Strategic Advisor** of the Minister of Higher Education and Scientific Research

**Graduated from** the IDN (National Defense Institute) Tunisia

**Graduated from** the ENA (Institute of Administrative Leadership - ENA) Tunisia

**Member of the Board of BCT:** Board of the Central Bank of Tunisia

**Member of the Advisory Board of the ITES** Tunisian Institute for Strategic Studies (Presidency of the Republic of Tunisia)

**Member representative of Tunisia** in numerous International Organizations (ESCWA, ALECSO, AU/CIEFFA, CIFORT...)

**Very large network contacts:** Ministers, Ambassadors, International Personalities, International Organizations, Foundations, Groups & International Companies

## Professional experiences

- **Government Responsibilities (2012-2020)**
  - 2018 - 2020: Minister of Equipment, Housing and Territorial Development (Tunisia).
  - 2016 - 2018: Deputy Minister of Higher Education and Scientific Research (Tunisia).
  - 2013 - 2015: Deputy Minister of trade and handicraft (Tunisia).
  - 2013 - 2018: Head of Tunisian diplomatic delegation in many international events (Ministers' conferences, Summits, Meetings ...).
  - 2012 - 2013: Strategic Advisor to the Minister of Higher Education and Scientific Research & Director of the BEPP (Office of Planning and Programming Studies)
- **Teaching & Research Responsibilities (since 1999)**
  - Since 1999: Teacher-Researcher, Associate Professor & Visitor in many French and foreign universities (Canada, Morocco, Algeria...)
  - Numerous doctoral studies and theses defended under my supervision
  - **Over 20 articles** published in peer-reviewed **academic journals**
  - **8 Books**, chapters & Pedagogic Cases
  - More than **60 Papers in International Academic Conferences**
  - Coordinator of doctorates in Marketing at IHEC Carthage
  - Coordinator of the Professional master's in hospitality & Tourism at IHEC Carthage
  - More than **200 Research and Professional Master Theses** under my supervision
  - Animation and Participation in many International Round Tables
- **Expertise & Consulting Responsibilities (since 1998)**
  - Since October 2020: Advisor of United States Institute of Peace (USIP)
  - Since 1998: consultant and trainer in Education, Higher Education, Marketing, Tourism, Commerce, (on behalf of Ministries, Foundations, International Organizations, Companies, Associations...)
  - 2014 - 2015: Member of the Board of Directors of the Central Bank of Tunisia (BCT) appointed by Presidential Decree
  - Since 2016: Member of the Consultative Council of the ITES (Tunisian Institute of Strategic Studies) attached to the Presidency of the Republic.
  - 2016 - 2018: Official representative of Tunisia in the "Permanent Commission of Scientific Research and Innovation in the Arab countries" of ALECSO
  - Since 2012 - Senior Expert of the UNWTO (World Tourism Organization) and Special Envoy: Study project on Tourism Training in the 8 UEMOA countries (visit all countries and interview with the Ministers of Education, Training and Tourism of the West African Economic and Monetary Union).
  - Since 2018: Official representative of Tunisia in the Arab Reading Challenge Program (Organized annually in the Arab World by the United Arab Emirates)
  - Since 2016: Official representative in Tunisia of CIEFFA (International Centre for Girls' and Women's Education in Africa)
  - Since 2016: Official representative of the CED (World Center of Excellence for Destinations - of the World Tourism Organization) in North Africa
  - Since 2012: Collaborator with GSTC Global Sustainable Tourism Council: Global Sustainable Tourism Destinations Criteria and Global Sustainable Tourism Destinations Criteria Consultation Survey.

- 2012: Project Manager of ESC La Rochelle Group in a Study project on tourism training in Algeria.
  - 2010-2011: Several consulting missions on behalf of CIFORT (International Center for Training and Research in Tourism - Canada) with the support of the UNWTO (World Tourism Organization) in Japan, Canada, China, Tunisia, Morocco, Belgium...
  - 2010-2014: Numerous professional contributions (training, conferences, articles, television channels, radios, newspapers ...).
  - 2010: Project Manager of GEW Global Entrepreneurship Week - Tunisia, Action of several months on behalf of IACE (Arab Institute of Business Managers - Tunisia)
  - 2005-2007: several study with **IREGE laboratory** (Savoie Mont Blanc France).
  - 1997 - 1998 Marketing Manager at the International Marketing Company.
- **Teaching experience**
    - Since 2017: University Professor of Management at IHEC Carthage (Tunisia)
    - 2015-2016: Associate Professor at ESC Troyes - France
    - 2007-2013: Associate Professor at Sup de Co-La Rochelle- France
    - 2007-2011: Associate Professor at IHEC Sousse (Tunisia)
    - 2005-2007: Full-time ATER - IUT & IMUS at University of Savoie (France)
    - 2001-2005: University assistant FSEG Nabeul (Tunisia)
    - 1999-2001: University teacher FSEG Tunis & ISET Rades (Tunisia)
    - Since 2007: Guest Professor (many French and foreign universities)

## Experience in Associations

- **Academic and professional associations**
  - Member of the Word Innovation Summit for Education WISE
  - Coordinating committee member and founder of RETA-NEAT (Network of Experts - researchers on Tourism in Arab countries).
  - Tourism expert in Arab countries, invited by the International Center of Training and Research in Tourism (CIFORT) to several events: Marrakech (Morocco); Jinan (China); Brussels (Belgium) and Montreal (Canada)...
  - Member of the French Marketing Association (AFM).
  - Member of the Administrative Sciences Association of Canada (ASAC).
  - Member of the Tunisian Marketing Association (ATM).
  - Member of the Tunisian Management Sciences Association (ATSG).
  - Member of scientific and organizing committees of numerous international conferences (AFM, ATM, AIMS, ASAC, ATSG ECIG, RDV Champlain ...)
- **Civil Society engagement**
  - Numerous articles in the print media
  - Dozens of interventions in TV channels and radios
  - Various conferences and involvement in community life

## Distinctions, Studies & Training

### ▪ Distinction

#### **Knight of the National Order of Merit in the Education & Science**

*Presidential Decree No. 2017-99 of July 25, 2017*

### ▪ Academic studies

2011 - HDR: Habilitation to Direct Research in Management Sciences.

2007 - QUALIFIED for the post of lecturer in France. 2007 national campaign, qualification number: 07206178432.

2007 - Honored by ATM (Tunisian Marketing Association) for the quality of the thesis.

2006 - Doctorate in Management Sciences from the University of Savoie Mont Blanc (France).  
Mention: Highly honorable with jury congratulations

2001 - DEA in Management Sciences - Marketing Option, Tunis ElManar Univ. Mention well.

1998 - Master in Marketing, Faculty of Economic Sciences and Management of Tunis, Tunis El Manar University. Mention quite well.

1996 - Diploma of University Studies of the First Cycle in Management Sciences, Tunis El Manar University. Mention quite well.

1996 - Diploma of University Studies of the First Cycle in Management Sciences, Tunis El Manar University. Mention quite well.

1994 - Baccalaureate in experimental sciences.

### ▪ Other trainings and certifications

2015 - Certificate from TODAIE (Public Administration Institute for Turkey and the Middle East).

2015 - Diploma from the Institute of Administrative Leadership (ENA Tunisia) (8th promotion).

2014 - Diploma from the National Defense Institute (under the Ministry of National Defense) - Tunis - Tunisia (31st promotion).

2014 - "Social Negotiation Techniques" training at the ENA.

2011 - Advanced training in English at British Study Centers, Oxford – London

2010 - Advanced training in English at AMIDEAST.