

Senior Global Economist**Noted Academic, Political Advisor, And Recognized SME In The Development of Global Finance Solutions****Professional Summary**

Global Economist, recognized for delivering economic guidance to global leaders and leveraging cutting-edge analytical, advisory strengths, and research capabilities to create and present reports on various economic topics.

Accomplished Researchers, with a Proven research track record of peer-reviewed publications in conducting market research in developing countries, reviewing firm survey data, and studying economic opportunities in global markets.

Relationship Manager who is sought out by prominent global organizations to complete economic evaluations, determine geopolitical feasibility, and create alliances between companies and countries.

Key Strengths

Qualitative Research/Applied Microeconomist
 Economic Diplomacy & Strategic Partnerships
 Economic Policy Research & Development
 Global Analytical & Advisory Services
 Impact Evaluations & Trend Analysis
 Hosting Technical Workshops
 International Development
 Inferential Research Studies
 Creating Business Insights
 Teamwork & Collaboration
 Oral & Written Communication
Fluent Trilingual (Arabic, French, English)

EDUCATION

PhD in Economics, Kent School of Economics, University of Kent, UK, 2009

MBA, Double Diploma, NEOMA Business School, France and Dublin City University, Rep. of Ireland, 2002

Bachelor in Business and Finance, Université Saint Joseph, Lebanon, 2000

PROFESSIONAL EXPERIENCE**EMBASSY OF LEBANON TO THE UNITED STATES OF AMERICA**

Washington, DC

ECONOMIC ATTACHÉ

December 2018 – Present

Actively engage in promoting Lebanon's economy in the United States of America across a wide array of sectors with the intention of increasing trade between the two nations.

- Drive Business development and investment for Lebanon by promoting bilateral trade and investments in the sectors of outsourcing, food and beverage, agriculture, tourism, high-tech, oil and energy, and education.
- Serves as the host for large-scale trade shows, virtual food and beverage shows, showcases, and webinars, to proactively develop business relationships between public and private agents in Lebanon and the US.
- Foster cooperation between US government institutions, including the FDA, multilateral development banks, and businesses – advocate for businesses in Lebanon to utilize the available US government import concessions.
- Maintain significant awareness and expertise on the key economic and business news relevant to the Lebanon-US bilateral and multilateral economic relations – research and craft comprehensive reports on key topics.
- Actions have significantly increased the exports from Lebanon to the US, double from \$108M to \$200M+ in less than two years with an import concession increase from 40% to 70% by Lebanese industrialists.
- Developed relations between global players in Lebanon and the US and have successfully introduced 17 Lebanese brands to the US market, which in turn and created 300+ new jobs in Lebanon.

BEIRUT ARAB UNIVERSITY

Beirut, Lebanon

ASSISTANT DEAN / ACCREDITATION OFFICER / DBA PROGRAM DIRECTOR / ASSOCIATE PROFESSOR

February 2011 – November 2018

Held a series of critical positions at the University and ultimately provided vision and dynamic leadership at the School and served as the Project Coordinator for the UNAM Tempus Project, Erasmus+, Université Entrepreneurial, and AUF. Represented the academic departments within the School and was responsible of the program design, delivery, and the development of relationships with a large number of international guest lecturers and universities.

- Provided leadership within the University on research, outreach, academic programs, and accreditation. Works closely with the senior university administration including deans of the other colleges of the university.
- Taught numerous courses, including: Economics of Natural Resources (BS), Current Economic Issues (MS, PhD),

Microeconomics (BS), Macroeconomics (BS), Money and Banking (BS), Applied Econometrics (BS, MS), Industrial Economics (MS), Advanced Economic Theory (MS), Economic Development (MS), Managerial Economics (MBA), Economic Feasibility Studies (MBA), Seminars in Microeconomic Theory (PhD), Seminars in Sustainable Development (PhD), and Seminars in Econometrics (PhD).

AMERICAN UNIVERSITY OF BEIRUT (LEBANON), UNIVERSITY OF GREENWICH (UK), UNIVERSITY OF KENT (UK), & UNIVERSITY OF WESTMINSTER (UK)

VISITING LECTURER October 2004 – February 2011

Engaged in global travel and led lectures at various universities on aspects of global economics. Supported research efforts for the universities and expanded student comprehension of advanced principles in economics.

VARIOUS MEDIA OUTLETS Various

ECONOMIC MEDIA ANALYST 2011 –2018

EUROTECH INTERNATIONAL Lebanon & UK

TRAINING FACILITATOR June 2008 – February 2011

FNAC-CI (PHILLIPS ELECTRONICS) Abidjan, Ivory Coast

BUSINESS DEVELOPMENT MANAGER 2001 –2004

BANQUE SOCIÉTÉ GÉNÉRALE Paris, France

CREDIT ANALYST 2001

CONSULTANCY EXPERIENCE

2021: Economic consultant on sustainable development in an education project on “skills for the future: submitted to MEPI

2018: Economic Consultancy on the economic impact of the salary scale on Lebanon’s economy

2017: Economic consultant for the value-for-money analysis in the context of a DFID project

2017: Economic Consultant for Municipalities of the Bekaa Region, in the context of two capacity building workshops organized by the Center of Continuing and Professional Education (CCPE), Beirut Arab University

2017: Economic Consultant as a Value-Chain Assessment Specialist on an RFP on Renewable Energy, Istituto Per La Cooperazione Universitaria (ICU), Lebanon

2012: Microbusiness feasibility studies and capacity building, Cestas (Italian NGO), Beirut - Project: “Strengthening capacities of women and youth in Bent Jbeil, Casa- South Lebanon”, funded by the Italian cooperation in Lebanon

PUBLICATIONS

Nassereddine, A. (2020) “Predicting the Average Value and Volume of Real Estate Transactions Using Google Search Queries in Lebanon: A Preliminary Analysis”. Lecture Notes in Information System and Organization (LNISO), *Forthcoming*

Mostapha N. & **Nassereddine, A.** (2020). “Corporate Profitability and Societal Value in Lebanon: A Comparative Analysis between Consumers Perceptions and Experts Assessments”, *Engaged Management Review, Accepted*

Nassereddine, A., Mousa, N., & Nicolas, S. (2020). The Relationship between House Prices and Urbanisation in Lebanon: A Granger Causality Approach. *BAU Journal-Creative Sustainable Development, 2(1), 2.*

Friel D, **Nassereddine, A.** and Mostapha, N. (2020). “Middle East Airlines: Uncertainty in the Skies over Syria”. IVEY Publishing, 9B20C010

Nassereddine, A., & Dabbous, A. (2020). “Urban Concentration in Lebanon: The Need for Urban Observatories”. In *ICT for an Inclusive World* (pp. 407-423). Springer, Cham.

Nassereddine, A., (2018). “Business education in the Arab region: accreditation and pricing in the case of Lebanon”. *Journal of*

International Education in Business, 11(2), 256-272.

Nassereddine, A. (2018). "From Human Development to Sustainable Development". In *the Culture of Sustainability; A Framework for Long Term Educational Strategy Conference, Rafik Hariri Foundation, Vol 6*

Dabbous, A., & **Nassereddine, A.** (2018). The impact of ICT on financial inclusion: evidence from Arab countries. *International Journal of Services and Standards*, 12(3-4), 309-331.

Dabbous, A., & **Nassereddine, A.** (2017). Consolidation, Market Concentration, and the Performance of Lebanese Commercial Banks. *International Journal of Economic Perspectives*, 11(3).

Nassereddine, A. K., & Berjawi, M. (2015, April). Oil and gas in Lebanon: Extract or do not extract?. In *2015 International Mediterranean Gas and Oil Conference (MedGO)* (pp. 1-4). IEEE.

Nassereddine, A., (2014). "Affordability of Public-Private Mortgage Schemes in Lebanon in 2004-2010: A Revealed Paradox". *Housing Finance International*, Winter 2014

Nassereddine, A., (2013). "Increased Competition and Income Diversification at Beirut Arab University" in Good Practices in Higher Education Financial Management, European Commission UNAM Tempus framework, pp25-45.

Nassereddine, A., (2012). "Democracy, Economic Freedom, and Income Inequality", *Middle Eastern Finance and Economics*, 18, 67-84.

RESEARCH FUNDING

2018-20: CNRS funding of the project entitled "Corporate Profitability and Societal Value in Lebanon: A Comparative Analysis between Consumers Perceptions and Experts Assessments". Project being finalized.

2018-19: Agence Universitaire de la Francophonie (AUF), Allocation de Perfectionnement Formation-Recherche, "Comment les PDG Prevoient-ils leur roles? Philosophies de Gestion et Styles dans les Entreprises Familiales et non Familiales au Liban, Allocation a L'IESEG, France

PRESENTATIONS & CONFERENCE PARTICIPATION

2021 (December): Organizer of the "Taste of Lebanon Food and Beverage Showcase" at the Embassy of Lebanon in Washington, D.C., in collaboration with the MEPI-funded project BIEEL, UNDP, UNIDO, and PSDP.

2021 (November): Organizer of an Investment Forum on the prospects of recovery of the Lebanese economy in collaboration with the US Chamber of Commerce and the CIPE.

2021 (October): Organizer of the workshop on the FDA requirements for importing thyme to the US in collaboration with the FDA, UNIDO, and the ministries of agriculture and Industry in Lebanon.

2021 (July): Organizer and co-moderator of the conference "Leveraging Lebanon for Outsourcing in the US: A Roundtable and Matchmaking Event".

2021 (April): Organizer and moderator of the webinar "How to Enter the US Mainstream Food Market".

2020 (November): Organizer and moderator of the "Virtual Exhibition of Lebanese Food and Beverage-USA2020"

2020 (June 15): Organizer and presenter at the webinar "How to Export Food and Beverage to the US?", organized jointly by IDAL and the Embassy of Lebanon in DC, presentation entitled:

2019 (Sept 21): Moderator at the Lebanese Diaspora Conference held in Washington DC, in the panel session on Bilateral Trade, Commerce, and Investment

2018 (Nov 28 – Dec 1): Moderator and Presenter at the 2nd International Conference on Cognitive Analytics Management 2018

2018 (Nov 28-29): Participant at the International Conference on Financing Sustainable Development held at the United Nations Economic and Social Commission for Western Asia (ESCWA)

2018 (Oct 16-17): Panelists on the concept of the Entrepreneurial University at the Conference of Rectors in the Middle East Region (CONFREMO) Scientific Days as part of the 11th General Assembly

2017 (Nov 24): Panelists at the Conference "Culture of Sustainability: A Framework for Long Term Educational Strategy" at the American University in Beirut, organized by the Rafik Hariri Foundation and the UN Global Compact-Network Lebanon, Beirut, (invited). Intervention entitled: From Human Development to Sustainable Development.

2017 (Nov 1-3): Presentation at the Conference "The Financialization of Housing and Real Estate in Lebanon: An Exchange", organized and hosted at the Orient Institute, Beirut, (invited). Presentation Entitled: Affordability of public private mortgage schemes in Lebanon in 2004–2010: A paradox revealed.

WORKSHOPS & CERTIFICATIONS

Fall 2021: Improving Productivity, diversification and competitiveness, delivered by the IMF and OECD

Fall 2021: Certificate on "International Trade in Goods and Services" with emphasis on balance of payments, delivered by the IMF

Fall 2021: Participation in "Passport to the Success in the US Food and Beverage Market" delivered by the Education Centre of the Specialty Food Association

Fall 2019: Certificate of Achievement for the 2019 Intensive Trade Seminar, organized and delivered by the Washington International Trade Association, the Institute for International Economic policy at the George Washington University, and the Ronald Reagan Building & International Trade Center (24-25 Sept, 2019)

Spring 2019: Certificate of Participation in the workshop on preparing and analyzing economic official figures, organized and delivered by the Institute of Finance at the Ministry of Finance in Lebanon (7 Feb, 2019)

Spring 2019: Training Certificate on the Central Bank Activities, organized and delivered by Banque du Liban (4-8 March, 2019)

Spring 2019: Certificate of Achievement of the Intensive Training Course for Economic Attachés from Lebanon, held under the auspices of the German Federal Foreign Office and the German Federal Ministry for Economic Cooperation and Development in Berlin (March 31 – April 5, 2019)

Spring 2019: Certificate of Participation in the Intensive Training Workshop for Economic Attachés, organized and delivered by the Ecole Nationale d'Administration in Lebanon (ENA) (Dec 28, 2018- March 02, 2019)

Spring 2019: Training Certificate on Economic Diplomacy, organized and delivered by the Arab Planning Institute in collaboration with Ecole Nationale d'Administration in Lebanon (ENA) (January 14-18, 2019)

Fall 2018: Certificate of Participation in the Personal Growth Program organized and delivered by North Mind (Dec 28, 2018)

Fall 2018: Certificate of Attendance of a training on the Investment Development Authority of Lebanon (IDAL) Services and Lebanon's Economic Outlook, organized and delivered by IDAL (Dec 10-11, 2018)

Spring 2017: Urban Health and Wellbeing: Advancing Systems, Science and Technology, First Joint Interdisciplinary Seminar, with International Council for Science (ICSU) and the Ecological Sequestration Trust (TEST), Beirut Arab University (April 26, 2017)

Fall 2017: Mediation Workshop, organized by L'Agence Universitaire de la Francophonie – AUF and UNESCO, and delivered by the Centre of Professional Mediation at the Université Saint-Joseph (Dec 11-13, 2017)

Fall 2017: Systems Approaches for Enhancing Urban Health and Wellbeing, Implementing Resilience in the City Region of Beirut, Second Interdisciplinary Seminar, with International Council for Science (ICSU) and the Ecological Sequestration Trust (TEST), Beirut Arab University (Oct 18-20, 2017)

PROFESSIONAL AFFILIATIONS

Greater New York Chamber of Commerce Washington International Trade Association (WITA)

Association for Information Systems (AIS)

Association Libanaise pour le Développement Durable de L'Enseignement Supérieur (ALDDDES)

BUSINESS TOOLS & TECHNOLOGIES

Econometrics: Gretl • Stata • SPSS • Nvivo • Microsoft Office: Excel, Word, PowerPoint, Etc.