

THE EDUCATION MOSAIC A WORLD OF PERSPECTIVES

A FRANKLIN UNIVERSITY SWITZERLAND FORUM



SATURDAY, SEPTEMBER 23, 2023
THE ST. REGIS HOTEL, AMMAN

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FORUM PROGRAM

9:15 – 9:30 — REGISTRATION

9:30 – 10:00 — INTRODUCTION BY
Dr. Samuel Martín-Barbero,
President,
Franklin University Switzerland

MENA Region Representation

10:00 – 11:00 — **ROUNDTABLE 1: CAREER READINESS**
“Balancing Specialization and
Generalization in Higher Education:
Nurturing Well-Rounded Graduates
for Enhanced Employability”

MODERATED BY
Lucila Perez Mollo,
Vice President of Admissions
and Enrollment Management

11:00 – 11:20 — COFFEE BREAK

11:30 – 12:30 — **ROUNDTABLE 2: PHILANTHROPY**
“Social Impact in Education:
Transforming the Funding Paradigm”

MODERATED BY
Nickolas Neibauer,
Director of Advancement and Alumni

12:30 – 12:40 — RECHARGE

12:45 – 1:45 — **ROUNDTABLE 3: ACADEMIC TRAVEL**
“Cultural Enrichment and its Personal
Value: Embracing Multicultural
Education for Life Success”

MODERATED BY
Dr. Armando Zanecchia,
Professor Emeritus



ABOUT THE FORUM

Set against the backdrop of Amman's millennia-old history and its pulsating modernity, Franklin University Switzerland could not have chosen a more fitting setting for a forum that seeks to explore the kaleidoscopic dimensions of education. As the crossroads of ancient civilizations and cutting-edge advancements, Amman embodies the convergence of diverse educational philosophies, methodologies, and traditions.

Our gathering will assemble an unparalleled cohort of thought leaders, educators, scholars, and visionaries for a comprehensive and insightful discourse on education from a global standpoint. This momentous event aims not just to discuss but to delve into the core intricacies that shape our educational landscapes—ranging from the dynamics of career readiness to the evolving paradigms of educational funding and the enriching influences of multicultural experiences.

ROUNDTABLE DISCUSSION TOPICS

CAREER READINESS

“Balancing Specialization and Generalization in Higher Education: Nurturing Well-Rounded Graduates for Enhanced Employability.”

This roundtable will discuss collaborative approaches between academia and industry to design curricula that strike a balance between specialized training and general education. The aim is to ensure students are equipped with a well-rounded skill set and knowledge base while also studying curricula that embrace diversity, rootedness, intercultural competencies, and acceptance in the 21st-century educational landscape.

MODERATED BY



LUCILA PEREZ MOLLO

Vice President of Admissions
and Enrollment Management
Franklin University Switzerland

PHILANTHROPY

“Social Impact in Education: Transforming the Funding Paradigm.”

This roundtable will examine the growing trend of leveraging investment capital for social good in education and its potential to reshape traditional funding models and drive positive change.

MODERATED BY



NICKOLAS NEIBAUER '05

Director of Advancement and Alumni
Franklin University Switzerland

ACADEMIC TRAVEL

“Cultural Enrichment and its Personal Value: Embracing Multicultural Education for Life Success.”

This roundtable will explore how meaningful international exposure to other communities, beliefs, cultures, and customs could be during the university life of a student.

MODERATED BY



DR. ARMANDO ZANECCHIA

Professor Emeritus, Political Science
and International Management
Franklin University Switzerland



SAMUEL MARTÍN-BARBERO, PhD

President,
Franklin University Switzerland

Dr. Martín-Barbero is an International Higher Education Leader, Academic Innovator & Senior Administrator, with a keen appreciation for interdisciplinarity, internationalization and intrapreneurship across different university models, countries and institutions. Dr. Martín-Barbero has held notable executive and academic responsibilities as President, Rector, Founding Dean, Associate Dean, Presidential Distinguished Fellow and Professor of Practice, among others. Before his current role as President at Franklin University Switzerland, he has worked for institutions in Europe and the US; University of Miami, IE University, IE Business School and UCJC.

Throughout his university career, he has cultivated a modernizing vision and management style, with a strong human and student-centric approach. As such, his areas of oversight and expertise have covered Organizational Transformation, Talent and Culture Development, Curriculum Reform, Teaching and Learning, Social Commitment, and Global Alliances. He holds a Ph.D. and a B.A, in communication from Universidad Complutense de Madrid (Spain) and an M.A. in Journalism from El País-Universidad Autónoma de Madrid (UAM). He has worked on projects from The World Bank, OECD, UNHCR, Fulbright Commission, Santander Bank and several NGOs. Before joining the higher education sector, Dr. Martín-Barbero was trained in news media.

His frequent opinion pieces on Higher Education topics can be read in Liberal Education Magazine, the World Economic Forum-Agenda, Times Higher Education, Higher Education Policy Institute, and The Conversation.

ROUNDTABLE I PANELISTS

CAREER READINESS



ALICE ABBOD, EdD

Superintendent of Ahliyyah & Mutran School

Following her passion to understand human nature through the literary arts, Alice Abboud Farwagi pursued her first two degrees in English Language and Literature from the University of Jordan. She started her career as an English Language and Literature teacher at her own alma mater, the Ahliyyah School for Girls (ASG), where her love for English and Literature was first sown. A few years later, Abboud Farwagi assumed leadership of the English Department and started advancing in her career. In 1997, she became Head of the Secondary School, then Associate Head of School in 2005, and Head of School in 2008. During this time, Abboud Farwagi pursued her doctorate in Organizational Leadership from Northcentral University in Phoenix, Arizona, and wrote her dissertation on ASG as a center for female empowerment through progressive quality education (2014).

Abboud Farwagi has worked extensively as an educator and played an instrumental role in the accreditation and running of Ahliyyah and, its sister school then, Mutran, as IB Continuum Schools (PYP, MYP, DP and CP) as well as in the ultimate merger of both schools. Throughout her career, she was focused on cultivating a life-long love of learning in students and helping them become self-directed, responsible, and ethical global citizens. Abboud Farwagi was equally committed to creating a collaborative environment within the school, developing faculty and staff, and availing opportunities for their personal and professional growth.

Today, in her capacity as the Superintendent of Ahliyyah and Mutran, and in cooperation with the School family and stakeholders, Abboud Farwagi is focused on being on leading the full merger of both schools in order to better serve the students and the local community. In alignment with her mission of bringing people together to create a ripple effect of goodness that transcends all barriers, she is also serving today as the Chair of the Jordan Association of IB World Schools (Jo_AIBWS).

Abboud Farwagi brings with her more than 35 years of experience in education and leadership; nonetheless, she is first and foremost a feminist who firmly believes that equality for women is key to a better life for all. She is also a believer in the ultimate goodness of human beings and their ability to serve and preserve life in all its forms.



REIDA BAGHDADI

Dean of University Counseling, King's Academy

Born and raised in Hong Kong, Reida Baghdadi moved to Amman to complete her secondary education before pursuing a Bachelor's degree in international business at Concordia University in Canada.

Baghdadi's career in the educational field began at Modern Montessori School (MMS) in Amman with her teaching mathematics to students in grades four to seven. She then taught IB Business Management before taking on a leadership role as vice-head of middle school. Eventually, she discovered a passion for helping young adults plan for their futures when she took on the position of director of university advising at MMS, where she worked for a total of 17 years.

After leaving MMS, Baghdadi spent the next six years working as co-director of university counseling at the Amman Baccalaureate School (ABS) where she helped the department streamline the university application process.

Over the span of her 20-year career in university counseling, Baghdadi has participated in numerous counselor fly-ins, giving her on-site perspectives of different campuses, and has attended many International ACAC and CIS Global Forum conferences that have provided valuable opportunities for professional networking and development.

In 2021, Baghdadi joined the King's Academy University Counseling Office (UCO) as director of university counseling. In 2022, she was appointed dean of university counseling.



RAED DAOUD

Chairman of Al-Isra for Education and Investment PLC

Raed Daoud has been an influential figure in both the educational and investment sectors since 2018 when he assumed the role of Chairman at Al-Isra for Education and Investment PLC. His portfolio of leadership roles is extensive, including: Managing Director of Al Farid for Investment Ltd., Managing Director of Word Resource Merchandising, Chairman and CEO of Rais Ltd., Owner and Managing Partner at Clinica Dentale del Vedeggio in Mezzovico, Switzerland, and Owner and Managing Partner at Studio Dentistico in Baggio, Italy. In addition to his business pursuits, Mr. Daoud is a dedicated member of the Swiss Jordanian Business Club.

Educationally, Daoud is well-versed in both finance and hospitality. He earned his BA in Management and Finance from Al-Isra Private University in Amman, Jordan. Further honing his managerial skills, he pursued a postgraduate degree in Hotel and Restaurant Management from Ritz College in Brig, Switzerland, and also achieved proficiency in Hospitality Management from the renowned Ecole Hôtelière de Lausanne, Switzerland.



MARY TADROS

Senior Manager, Development, Recognition and eAssessment with the IBO

Mary Tadros is a lead IB educator with extensive experience as a workshop leader, consultant, team leader, visiting team chair and program and evaluation leader for school evaluation visits. She additionally chaired several synchronized IB/CIS/NEASC and NEASC CLP and ACE visits worldwide.

Tadros worked at the Amman Bacculaureate School for 25 years and the last two posts held were Head of Senior School and Head of Middle Years School.

Tadros worked for two years as the Senior Education Advisor at the office of her Majesty Queen Rania Al Abdulla and for 12 years Academic Programs Advisor for Queen Rania Teacher Academy (QRTA) working on Pre-Service and In-Service teacher education programs in Jordan and the region.

Tadros is presently Deputy Chair of the board of the Amman Bacculaureate School in Jordan and board member of a group of schools in Jordan, the Greek Orthodox Patriarchate Schools.

ROUNDTABLE 2 PANELISTS

PHILANTHROPY



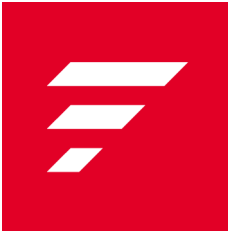
NADIA ABDALLAH

Chief Education Officer at JA Worldwide (INJAZ Al-Arab)

Nadia Abdallah is an accomplished educator and trainer with a diverse range of qualifications and experiences. She holds a B.A in English, an M.A in Adult Education, and a Masters of Education in Practice-Based Educational Research (MeD PBER). Additionally, she is currently pursuing a doctoral degree in Leadership Education Technology. Her expertise extends beyond academia as she is actively involved as a workshop leader, examiner, and team visitor for an accreditation committee.

Throughout her 17 years in the field, Abdallah held various roles, including English teacher, Coordinator, K-12 Director of Teaching and Learning, Chair of the Accreditation Committee, Head of the English Department (K-12), and Principal. In her last position in a school environment, Abdallah successfully led the transformation of the school curriculum from a traditional classroom setting to a virtual one during the pandemic, overseeing its digitization process. In addition to her teaching and administrative experience, she collaborated with different educational institutions on diverse projects. She contributed to content creation, technology integration (with a focus on artificial intelligence), and the development of literacy scope and sequences for multiple schools.

Presently, Abdallah serves as the Chief Education Officer at INJAZ Al Arab, where she is responsible for the development of educational initiatives in 13 countries across the MENA region. INJAZ Al-Arab, recognized as the Regional Operating Center for the MENA region, joined the global network of Junior Achievement Worldwide in 2004. This organization, one of the largest NGOs serving youth globally, has been nominated for the Nobel Peace Prize for the current academic year.



DEENA BOUGARY

Education expert in Saudi Arabia and Franklin Alumna

Deena Bougary is a proud mother and wife. She is currently a home maker, a coach and a trainer for primary school teachers in Academic Integrity. Bougary holds a B.A. in Economic and Business Studies from Franklin University Switzerland. She later pursued a Master's degree in Educational Leadership at Dar Al Hekma University Jeddah, Saudi Arabia. Bougary believes that the key to any well-rounded society starts at the very core of their educational experience. Her passion for the field of education in all it entails drives her to want to actively make a difference whenever and wherever she can to help shape the future every student desires for him/herself.

ROUNDTABLE 2 PANELISTS

PHILANTHROPY



H.E. MARWAN JUMA

Entrepreneur and Jordanian Public Figure

H.E. Marwan Juma is one of Jordan's leading IT figures and the former Minister of Information and Communications Technology. He is also the founder of Sama for Integrated Systems, better known as dot.jo, one of Jordan's leading web development houses, and Kinz for Information Technology, the country's leading corporate data provider. In addition, Juma is one of the founders and Chairman of Oasis 500, the region's leading technology seed fund and accelerator.

Juma currently serves on several prominent boards including the King Abdullah Center for Excellence, Princess Sumaya University for Science and Technology, Jordan Capital and Investment Fund, Capital Investments, Al Kasih Food Production Co., Jordan French Insurance Co. and the Jordan Football Association.

Juma is a Holder of a Master's in Management degree from North Carolina State University, and also holds two bachelor's degrees in Business Management and Economics from the same school.

ROUNDTABLE 2 PANELISTS PHILANTHROPY



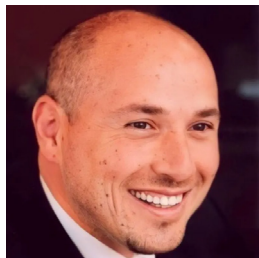
HAYA SHUBAILAT

Founding Partner of Edvise Me

Haya Shubailat is a Founding Partner of Edvise ME, a prominent women owned education consulting company offering advisory and technical services to organizations working to reform education and empower youth. Edvise ME supports core functions at entities that offer education, youth and workforce development services to help them become more strategic, competitive, able to plan and implement their respective initiatives. Shubailat has over 10 years of experience in development work with USAID, both in implementation and project management, in the areas of youth, workforce development, and legal and informal education. While at USAID, Shubailat designed and managed, both technically and financially, several multi-million dollar programs implemented by international organizations including, Freedom House, Handicap International, the International Youth Foundation, IRD and UN Women. She provided expert advice on education, civil society and youth issues with particular emphasis on youth at risk. Shubailat earned her Bachelor's Degree in Law from University of Bristol, UK in 1999 and went on to complete her Post Graduate Degree in Comparative Law at the Université Panthéon-Assas Paris II in 2001.

ROUNDTABLE 2 PANELISTS

PHILANTHROPY



AHMAD TANTASH

CEO, Jordan Investment Trust PLC

Venturing into the financial sector, Ahmad Tantash became CEO of Jordinvest, the first Jordanian public shareholding company to offer a variety of integrated investment and merchant banking solutions in both the local and regional markets.

Tantash entered the world of financial services after working at UBS/ Zurich for some time in 2003. Upon his return, he founded Imcan for Financial Services in June 2003, which specializes in brokerage and trading services as well as market research.

Tantash chairs Jordinvest, Al-Ehdathiat for Real Estate and is Vice chair for Jordan National Shipping Lines L.T.D, First Education Holding; an owner and manager of KGs and Schools in the UAE and Egypt. A supporter of INJAZ; a non-profit organization that seeks to educate and inspire young people to succeed in the global economy and serves on the board of Jordan Motorsport chaired by HRH Prince Feisal bin Al Hussein.

During his successful career path, which spans more than 30 years, Tantash chaired enterprises in various industries; food, tourism, manufacturing, and pharmaceuticals. He was founding board member of Intaj, Jordan's first initiative in Information Technology (Information Technology Association of Jordan) and was also chairman of JABA's Board of Directors (Jordan-American Business Association). He also contributed to the finalization of the US-Jordan Free Trade Agreement in a bid to help develop Jordan's economy.

Tantash has two main passions in life, his family and his business. He has been married to his wife Dana since 2002 and they are proud parents of four children, Jana, Hamza, Zaid, and Serene. Tantash is a founder, partner, chairman, and board member of several enterprises and has managed to establish his name in the business circle over the last 25 years.

ROUNDTABLE 3 PANELISTS

ACADEMIC TRAVEL



KIM HILDEBRANT

Chairman of the Board of Trustees
Franklin University Switzerland

A native of Denmark, Kim Hildebrant has lived in Lugano for over 30 years, and is currently the President of Anchorage Group PLC, a global consultancy firm with head offices in London & Zurich.

Hildebrant graduated from Franklin University Switzerland in 1990 with a B.A. in International Relations, and immediately thereafter went on to forge a career in the Royal Danish Ministry of Foreign Affairs in Copenhagen.

He has throughout his professional career, travelled extensively living and working on every continent, where his cultural skills acquired in his early years as son of a Danish career diplomat, and while attending Franklin, came in useful in understanding and appreciating the diverse nature of our multicultural world.

Hildebrant returned to Franklin in 2012 as Trustee to give back to its staff, faculty, and students, and serves in his role as Chair since 2017. His experience and knowledge of international education and careers is invaluable in ensuring Franklin remains a leader in innovation, vision, and connectivity with our global peers.

Hildebrant also serves on the Board of Rotana Capital (Switzerland and Saudi Arabia) and is also the President of the Board of The Executive Award, whose mission it is to award global executives who create a significant impact in sustainability and innovation. He is also the Founder and Chair of CMC Cybersecurity & Management Challenges Symposiums, which takes place annually at Franklin as well as at selective locations. Hildebrant is always on the lookout for new challenging board positions where he can contribute with his vast professional global experience.

His wife Nicky is also an Alumna of Franklin University Switzerland (class of 1991), and they have two children.

In 2023, Hildebrant was awarded an honorary doctoral degree in Philosophy by aSSIST University in Seoul, Korea.

ROUNDTABLE 3 PANELISTS

ACADEMIC TRAVEL



LARA SABELLA

DP English Language Coordinator at Ahliyyah & Mutran School

Lara Sabella has been in education for the past twenty-four years at the Ahliyyah and Mutran School in Amman Jordan. With a BA in English Literature from Richmond The American International University in London, and an MA in Linguistics and Translations from SOAS University of London, Sabella had dedicated her life to teaching English Language and Literature, and empowering youth to live holistic balanced lives and to discover their authentic voices through Literature, creative writing and mindfulness. Sabella continues to follow her evocation personally and professionally.

ROUNDTABLE 3 PANELISTS

ACADEMIC TRAVEL



AHMAD SHADID

Executive Director for Strategic Partnerships at ConneCME Education

Ahmad Shadid stands at the helm of ConneCME Education, a beacon of international educational empowerment with roots in London and a vibrant presence in Dubai, Istanbul, Cairo, and now, Jordan. Through strategic hubs in these cities, the company extends its reach to over 22 countries, championing the cause of global citizenship and educational excellence. Shadid embarked on his educational journey in Jordan, which took him across continents, immersing himself in diverse educational cultures and philosophies. His academic path is a testimony to his global citizenry, having pursued higher education in renowned institutions worldwide, including Denison University and Ajman University, Dublin City University, London School of Economics, and Trinity College Dublin. His academic voyage culminated with doctoral research emphasizing International business a field that harmoniously blends his love for economics, econometrics, and cross border business and investment. ConneCME Education has forged strong partnerships globally, offering tailored educational solutions to schools, universities, and government departments. The firm stands as a pillar of support for students, guiding them to become globally competitive and opening doors to opportunities both at home and abroad. The core mission is to empower students with choices, nurturing their aspirations to study in premier institutions worldwide as they chase international excellence. Shadid's dedication extends beyond the corporate sphere into the humanitarian realm, leveraging his expertise to foster education in collaboration with international non-governmental organizations (INGOs). His notable engagements include working with Questscope on USAID funded educational implementations, and partnerships with Plan International and LOYAC, among others. These collaborations underscore a deep commitment to facilitating access to educational support and technology for less privileged students, a testament to Shadid's belief in inclusivity and equal opportunity. In the evolving landscape of edutech, Shadid has been a proponent of marrying technology with educational methodologies, a step towards ensuring advancements remain accessible to all, especially those facing unique learning challenges. His work in the development of the Al Arabiya cognitive assessment stands as a significant milestone in this direction, offering a bridge to understanding and creating educational pathways for students with special needs. Shadid is a passionate advocate for education, tirelessly working to ensure every learner, regardless of their background, can access the opportunities they deserve. Through ConneCME Education, Shadid continues to weave a tapestry of empowerment, inclusivity, and global understanding, fostering a future where every student can reach their fullest potential.

ROUNDTABLE 3 ACADEMIC TRAVEL



DANIEL SHARAIHA

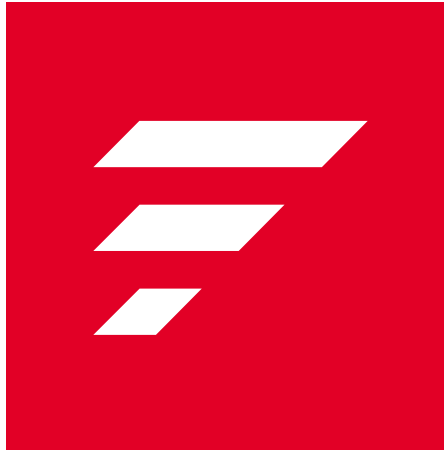
CHRO - Human Resources and Customer Experience at Bank al Etihad

Daniel Sharaiha has been in the human capital and customer experience industries for more than 20 years. An engineer by education, he completed executive programs at London Business School, INSEAD, IE and AUB and is currently completing his master's degree in Change Leadership at Oxford University in collaboration with HEC Paris.

Over the years, Sharaiha has gained a full range of experience and skills in leadership and conflict transformation. He also has extensive experience in talent management programs, recruitment, and retention. He is passionate about change management and creating and implementing performance management systems.

Sharaiha is a charismatic facilitator and trainer of trainers. He is the first in the Arab region to become a Certified Dialogue Education Practitioner and Teacher by Global Learning Partners - Canada. He is also a Certified Trainer in the Extraordinary Leader Program by Louis Allen - USA and a Six Sigma practitioner by Motorola University.

In his spare time, he serves as a management consultant to public and private sector organizations, startups and NGOs of different sizes. Sharaiha believes in the importance of giving back to the community and regularly volunteers to work with refugees and marginalized people in Jordan and the Middle East.



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