

## **CURRICULUM VITAE**

### **Aaida Abu-Jaber**



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### **PROFILE**

A professional individual with entrepreneurial skills and experience in areas of strategy, management, business, and communications. Proven leadership skills involving teams, programs and budgets. Excellent analytical and problem-solving skills and an unrelenting commitment to maintaining high quality standards.

### **MAJOR ACHIEVEMENTS**

- Established the PR & Marketing Department at International General Insurance (IGI), a public reinsurance company based in Bermuda and listed on Nasdaq. Helped raise the profile of the company and evolve it into a thought leader representing the perspective of emerging markets and SMEs. Created a well-known global brand from what was a small low profile (re)insurer. Managed all internal and external company communications.
- Set up and led the Diversity & Inclusion initiative at IGI and became part of the global insurance D&I efforts, including being country lead for the Lloyd's of London Dive In Festival for diversity and inclusion in insurance. Named one of the Insurance industry's D&I champions and nominated for Women in Insurance Awards.
- Member of the ESG (Environmental, Societal, and Governance) working group at IGI to demonstrate the company's commitment towards a more sustainable future in the global economy.
- An active member of Women as Partners in Progress (WPP), a women's leadership initiative to empower women of the Middle East and North Africa region and give them equal opportunities at the workplace.
- Negotiated and drafted the Transport Agreement as a member of Jordan's Negotiating Team in the Jordan-Israel Peace Process Negotiations.
- Designed, developed and implemented successful multi-sectored regional programs as Jordan's Representative and Principal Administrator at the EU's Regional Economic Development Working Group Secretariat based in Amman.
- Successfully administered technical assistance programs and personnel and generated government strategy papers as a Consultant to the Ministry of Transport.
- Established Specialty Stores International, an accomplished and successful Jordanian company specializing in the retail and wholesale of luxury products.
- Established Tor Tar Fashion, an online e-commerce fashion platform.

## EXPERIENCE

Feb 2017 – To Date     **International General Insurance**  
**Assistant Vice President PR & Marketing**  
**Diversity & Inclusion (D&I) Champion**  
**ESG Working Group Member**

Responsibilities and Achievements:

- Planning, managing and implementing the company’s marketing strategies.
- Planning, managing and implementing the company’s public relations programs.
- Managing the company’s communications and messaging internally and externally.
- Managing the company’s CSR programs.
- Establishing the diversity & inclusion initiative and heading the D&I program.
- Establishing strategic liaison and partnerships for the company both within the industry and beyond.
- ESG Working Group member to set up a strategy, culture and implementation program for the company’s ESG program.

2008 – 2014             **Specialty Stores International**  
**Founder/Owner and Planning Director**

Responsibilities and Achievements:

- Forging partnerships and establishing business collaboration with major European suppliers and international businesses.
- Retail Operations management and monitoring to improve business practices and increase productivity and boost profitability whilst ensuring customer satisfaction.
- Preparing and overseeing annual marketing strategies and plans and managing advertising campaigns.
- Customizing the Microsoft Great Plains program to the company’s needs.

1996 – 2008             **Regional Economic Development Working Group Secretariat**

2003 – 2008             **Acting Director**

The Regional Economic Development Working Group (REDWG) Secretariat was an institution that emanated from the multilateral talks of the Middle East Peace Process (MEPP). It was established in Amman under the sponsorship of the European Union to work under the direction of the Monitoring Committee of the MEPP to help promote regional economic cooperation in a wide range of sectors which include infrastructure, tourism, finance and trade.

Responsibilities and achievements:

- Heading the organization and managing its operations.
- Publishing a monthly chronology summarizing major economic and political events taking place in the Middle East and North Africa region, which was circulated to regional and international political and economic bodies and organizations including the EU, the State Department and important foreign embassies.
- Formulating plans for the future status of the institution taking into account changing political and economic climate in the region.

1996 – 2003                    **Principal Administrator**

- Responsible for representing and promoting Jordan’s policy and best interest at the institution.
- Administered and coordinated regional infrastructure programs and activities focusing on transport.
- Prepared and presented policy papers and project proposals.
- Planned infrastructure regional meetings in Jordan and elsewhere including Egypt, Palestine, Belgium, Italy and Finland.

1994 – 1996                    **Ministry of Transport**

**Consultant to the Ministry of Transport and Aqaba Ports Corp.**

Responsibilities and achievements:

- Member of Jordan’s Transport Negotiating Team in Jordan-Israeli Peace Process Negotiations.
- Published transport policy papers and studies.
- Prepared a study for the bus scheduling and fare prediction system for the Greater Amman Area.
- Assisted the Minister of Transport in speech writing and strategy papers formulation.
- Administered international technical assistance programs and staff.

1993 – 1994                    **Contracting and Construction Services Ltd.**

**Studies and Projects Division Manager**

Responsibilities and achievements:

- Prepared feasibility studies for two investment projects; a sports complex and a glass factory.
- Prepared a comprehensive research document for Allied Accountants – A division of Arthur Anderson – for the Jordan week in Japan addressing infrastructure development in Jordan.

1990 – 1993                    **Royal Scientific Society**

**Economic Researcher**

Responsibilities and achievements:

- Provided consultation to various industries in Jordan for improving efficiency and achieving higher levels of productivity and profitability.
- Nominated to the Ministry of Transport to provide consultation and technical assistance.

## **EDUCATION**

**Duke University, Durham, North Carolina, USA**

M.Sc. in Environmental and Civil Engineering/Transportation Planning

June 1989

**University of Jordan, Amman, Jordan**

B. Sc. in Civil Engineering

January 1988

**CII (Certificate in Insurance) Certified**

## PAPERS & PUBLICATIONS

- ‘*Transport Development Options*’, a document prepared and presented at the MENA Summit in Amman.
- ‘*Analysis and Design of the Production System at Lulua Factory*’, published by the Royal Scientific Society, Jordan.
- ‘*Improvement of Solar Water Heating Systems in Jordan*’, published by the Royal Scientific Society, Jordan.
- ‘*Trails of Breathlessness*’, a poetry book, under publication

## LANGUAGES

- English
- Arabic
- Pashto
- Urdu
- A reasonable knowledge of French

## PERSONAL ACHIEVEMENTS

- Board member of the Jordan Bridge Federation with the responsibilities of Secretary of the Board and official spokesperson.
- National Bridge Champion of Jordan: Represented the country in the Olympic World Mind Sports Games and the World Bridge Federation Championships over the past 15 years, winning the Asian Cup for Women Bridge three times for Jordan. Currently a player on Jordan’s national bridge Open Team.
- Previous Board Member of the Jordan Tennis Federation.
- Previous Board Member of the Jordan Bridge Association.
- Member of Pakistani Women Cultural Club.
- Set-up an online e-commerce platform.
- Poetry and short story writing.
- Jordan’s Ladies Tennis Champion during University years.