ALI H. AWNI

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# QUALIFICATIONS SUMMARY

Over twenty years of management consulting, system development, and business process improvement experience focusing on supply chain management and business operations/logistics in different industries. Successfully managing and participating in projects to re-engineer supply chain operations and to develop decision support systems to improve operational performance. A solid USA training and experience backed with a recent successful track record in Egypt with experience across private sector, government and academia.

Strong accomplishments in combining business acumen with technical knowledge to achieve improved operating efficiency, reduced costs and increased revenue. Highly developed troubleshooting and problems solving skills. Excellent communications and presentations Skills. Ability to communicate clearly and concisely, both verbally and written, to corporate executives and business customers.

# AREAS OF STRENGTH

Supply Chain Management Consulting - Business Logistics - Business Process Improvement - Performance Management - Operations Management - Operations Research - Professional Services Marketing & Business Development – Base-of-the-Pyramid Operations

# PROFESSIONAL EXPERIENCE

**American University in Cairo**

**Director, J. D. Gerhart Center for Philanthropy and Civic Engagement November 2014 to present**

Leading the transition of the center to the School of Business, including the addition of responsible business theme. Focus on new initiatives, on strategic direction of the center, and outward view on stack holders.

**Professor of Practice, Department of Management July 2014 to present**

**Associate Professor of Practice, Department of Management Sep 2009 to June 2014**

Teaching undergraduate and MBA operations management courses. Conducting research in applications of operations management in Egypt and in particular for SMEs, upgrading operations of Egyptian exporters, and suppliers’ selections and evaluation. Teaching an EMBA module on operations management. Teaching executive education courses in supply chain management. Academic advisor for the Logistics Academy, at Executive Education. Ad hoc consulting engagements to garment and consumer goods companies.

**Maastricht School of Management (MSM) Romania**

**Adjunct Faculty May 2015 to present**

Teaching EMBA Global Supply Chain Management courses, in addition to executive education in operations and supply chain management.

**MAWARED Foundation**

**Founding Member and Secretary General May 2012 to present**

MAWARED is foundation established is to address sustainable development and to incorporate green policies in human development, capacity building, women inclusiveness projects and programs in the Middle East. We are focusing on our activities on three regions in Egypt: the New Valley, St. Catherine, and Aswan. Activies organized included Niche Ecotourism Forum launched in New Valley on January 14th, 2013 under sponsorship of the New Valley Governor and the Ministry of Tourism; and a Geo-Tourism Conference, Exhibition and Business Forum in Trodos, Cyprus under the auspices of Cyprus’s commissioner for the environment and commissioner for volunteering and NGOs on September 2013.

**American University in Cairo**

**Adjunct Faculty, Department of Management Sep 2006 to Aug 2009**

Teaching MBA operations management courses. Courses taught: Operations Strategy, Fall 06,07 08; Project Management, Spring 08 & 09; Introduction to Operations Management, Fall 08; and Business Dynamics, Spring 09.

**Ministry of Trade & Industry, Government of Egypt**

**Head of Turkish Investments Unit March 2007 to Dec 2009**

Led a focused unit to facilitate Turkish industrial investments in Egypt. The Unit works with Turkish investors to resolve their issues, and provides decision support to the Minister pertaining to Turkish investments.

**Head of Qualifying Industrial Zones (QIZ) Unit Jan 2005 to Dec 2009**

Put in place the organizational structure and the required resources to enable the effective and efficient administration of all the terms of the QIZ protocol, a duty-free market access agreement for Egyptian goods to the USA market. Develop and carry the implementation of operational plans to ensure the smooth administration of the protocol, and effective foreign direct investment promotion of QIZ. Actively participate in awareness seminars and FDI events to promote QIZ Egypt. Interfacing with other government agencies, NGOs, and other stakeholders to facilitate upgrading and capacity building of QIZ exporting companies. Reporting directly to the Minister of Trade and Industry.

**Industry Modernization Center (IMC),**

**Business Resource Center (BRC), Delta Regional Manager July 2004 to Dec 2004**

Started a new BRC in Tanta. Developed and managed BRC activities in the Delta region, as well as initiatives of the IMC through proactive and reactive contacts with regional businesses and business organizations. Facilitated the delivery of business development services and built a regional client base and business network for the BRC and other IMC components. Supervised other BRC Branches within the Delta region. Built the team to provide services to the region.

**Freelance consultant June 2004**

Performed a quick review of the organizational structure, and roles and duties for a bank.

Qualified as consulting partner for International Finance Corporation’s North Africa Enterprise Development (NAED) program for delivering supply chain services to SMEs in Egypt (Linkages).

**KPMG Hazem Hassan,** Cairo, Egypt

**Partner January 2000 to May 2004**

Partner-in-charge of a new service offered for the first time to the Egyptian market. Defined the service concept, the marketing message and the target customers. Presented the service and its potential benefits to executives of potential clients. Led consulting teams working on projects addressing the reengineering of supply chain processes. Guided and directed the successful completion of various projects in supply chain diagnostics, process design and performance improvement in operations and business logistics for clients in food, consumer products, industrial, apparel and pharmaceutical industries.

Partner-in-charge of marketing activities for the firm (from January 2003). Responsible for the marketing plans of the firm, and developing marketing materials for the different lines of business and services.

**Skyva International,** Cambridge, MA, USA

**Principal Consultant** **March 1999 to November 1999**

Consulted on business process modeling, re-engineering projects, requirement analysis and solution assessment. Had an extensive training on Skyva Supply Chain Application Framework. Developed the requirements of an Executive Information System to support key performance indicators for the IT department of a major Swiss bank.

**Manugistics, Inc.,** Rockville, MD, USA

**Manager, Operations Research Group February 1997 to January 1999**

Oversaw and ensured the quality of the technical work of a group that provided all technical support related to operations research/algorithms to Program Management, development teams, and field operations.

Contributed to the vision of the product suite and identifying the characteristics of customer-driven Supply Chain Management in different industries. Presented this vision to industry analysts. Led the way in scouting for new ideas (e.g., revenue management for critical resources allocation). Established contacts with Supply Chain Forums and leading researchers from academic institutions.

**BENDER Management Consultants,** Arlington VA**,** USA (now a division of SynQuest, Inc.)

**Vice President** **July 1995 to January 1997**

Head of Transportation Practice, responsible for new business development, long-term product development plans, and integration of customers’ requirements. Negotiated long-term support agreements for customized transportation systems. Initiated outsourcing of programming tasks to overseas software companies. Wrote proposals and developed specifications for optimum logistic networks design, routing systems, customized load consolidation and shipment planning systems. Managed several projects to implement transportation systems resulting in cost saving averaging 10-25%.

**Sr. Consultant June 1991 to June 1995**

Determined and documented detailed business requirements for customized software solutions. Developed and implemented customized software solutions, and identified solution techniques for several routing/distribution projects.

* Developed and implemented a route optimization of daily deliveries for a major international carrier in Australia, a national bakery, and daily deliveries for a grocery distributor in Buenos Aries. Used a Geographic information system (GIS) as a platform for the routing system, and for performing spatial data analysis.
* Vessel scheduling: Developed and implemented an algorithm for scheduling the shipments of methanol for a major petrochemical company in New Zealand.
* Distribution of packaged gases in Brazil: Developed and implemented a novel algorithm based on computational geometry to determine sales territories, with balanced work load and revenue, for each driver; and an algorithm to assign rotations to customers to achieve the service level required and to balance the daily loads of the drivers.
* Shipment Routing for a perishable LTL service provider: Developed algorithms to consolidate LTL shipments into full-truck loads subject to service requirements.

Developed the functional specifications for a forecasting system for a major international beverage company and for a multi-echelon inventory control system for a European paper company.

**Burroughs Welcome Company**, Greenville, NC, USA

**Student Intern January 1991 to May 1991**

Modeled and solved managerial problems in production planning and scheduling in the chemical manufacturing division. Developed a long-term rough-cut capacity/production planning system that was used as a decision support tool for business planning. Developed a short-term production scheduling system that produced competitive weekly production schedules.

**North Carolina State University,** Raleigh, NC, USA

**Teaching/Research Assistant September 1985 to December 1990**

Assisted in teaching courses in Production & Operations Management, Introduction to Operations Research, Linear Programming, and Design & Analysis of Algorithms.

Research Assistant on linear programming models for harvest scheduling (School of Forestry).

**Kuwait Institute for Scientific Research,** Kuwait

**Research Assistant August 1984 to July 1985**

Worked on modeling and optimization of real-world systems. Implemented a mixed integer programming model for Optimization of Sewage Networks configuration.

Developed an application program for energy flow and water allocation model for a solar thermal power plant.

**Kuwait University Computer Center,** Kuwait

**Programmer August 1983 to July 1984**

Consulted students and faculty on the use of scientific packages and general aspects of the UNIVAC 1100 system. Taught FORTRAN 77 labs for continuing education. Performed statistical analysis on data for researchers in Social Sciences.

**University of Ottawa,** Ottawa, Canada

**Teaching Assistant August 1982 to May 1983**

Assisted in teaching introductory courses in probability and statistical inference.

# EDUCATION

**Ph.D., Operations Research, 1991; North Carolina State University.**

First recipient of S. E. Elmaghraby Distinguished Student Award for academic excellence, service and leadership.

Inducted into the Operations Research Honorary Society, Omega Rho.

###### **M.S., Systems Science, 1983. University of Ottawa**

**B.Sc., Computer Science and Statistics, 1981.*****Kuwait University***

On-going executive training, workshops and courses in Supply Chain Management, Management Consulting, GIS and Neural Nets.

Training on teaching with business cases (2011).

Training on using simulation for teaching business courses.

One Planet MBA modules related to sustainable operations at University of Exeter (2011-2012).

**PUBLICATIONS**

* Awni, A. H., Nada, M. (2011), "KOHLER®: Forecasting For Project-Based Market", in *Cases on Business and Management in The MENA Region* El-Khazindar Business Research and Case Center, IGI Global, 2011, 14.
* Reda, M., Awni, A. H. (2011), "Mona El Fadly: Spinning-off the Supply Chain", in *Cases on Business and Management in The MENA Region* El-Khazindar Business Research and Case Center, IGI Global, 2011, 12.
* Morsi, W., Awni, A. H. (2012), "ITWorx: The Lean Journey - The Top Suppliers Program", *The MENA Journal of Business Case Studies / IBIMA*.
* Awni, A. H., Shafie, K. (2012), "Beyond duty-free access: export readiness assessment for Qualifying Industrial Zones (QIZ) apparel companies,” *Measuring Business Excellence, Vol.16(3), pp. 3-16.*
* Awni, A. H., Salem, M., and Awad, M. (2012), " Arafa Holding: Supply Chain Design and Operations for Luxury Men's Wear Made in Egypt," in Wojciech Piotrowicz, "*Designing Supply chains in Emerging Economies; Lessons from four continents*," Springer.
* Masoud, S., Awni, A. H. (2012), ""Arabize: Localization Project Management"", *The MENA Journal of Business Case Studies / IBIMA*.
* Mohamed Sabry and Ali Awni (2013): Critical Success Factors for Total Productive Manufacturing Implementation in Egyptian Fast Moving Consumer Goods Companies, accepted for publication, *Journal of Manufacturing Technology Management.*
* Awni, A. H. (2013), “Frugal Innovation: Innovation for the Base of the Pyramid,” AUC Business Review, issue 2, Fall 2013.
* Awni, A. H. (2014), “"Odd Couples or Perfect Match - Commercial and Civil Society collaboration for enhanced social value,",” AUC Business Review, issue 2, Fall 2014.
* Wesam Morsy and Ali Awni (2015), ITWORX: Project Management, submitted for publication. *The MENA Journal of Business Case Studies / IBIMA*.
* Nagwan Lashin and Ali Awni (2016), “A Hybrid Agribusiness Value Chain: A Case of Horticulture Social Enterprise in Minya.” In Entrepreneurship in the MENA Region: Ten Case Studies, Al Khazendar Business Research and Case Cetner. AUC Press.