



## CURRICULUM VITA

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*Ashraf Mohamed Sheta*

**Phone number(s):** 01001024776  
0238508214

**E-mail address:** [ashrafsheta@aucegypt.edu](mailto:ashrafsheta@aucegypt.edu)  
[ashrafsheta66@gmail.com](mailto:ashrafsheta66@gmail.com)

**Home address:** Villa 33b, moon land compound el sheik zayed

### EDUCATION

- Graduated from, faculty of engineering (civil engineering department 1990)
- Masters of business administration 2003 (Arab academy for science and technology)
- Doctorate of business administration DBA 2008, strategic management track (the role of learning organization, and knowledge management practices in the performance of private sector in Egypt) from Arab academy for science and technology
- Systems thinking approved practitioner from Auckland university
- Certified high impact presentation course from Dale Carnegie
- Certified attendant of teaching enhancement workshops at the AUC
- Certified participation for teaching enhancement at the center for learning and teaching AUC, May 2016
- Attendant of “Grant proposal writing” workshop AUC October 2016

- Certified attendant of Incubators financial sustainability workshop with strengthening entrepreneurship and enterprise development SEED, November 2016
- Certified attendant of small business development and entrepreneurship program, international visitor leadership program IVLP, May 2008
- Certified attendant of small business development program in the European union organized by Friedrich Nauman Institute, October 2009
- Certified attendant and organizer of how to establish and entrepreneurship Center and curriculum November 2009
- Certified attendant of ‘Private property – an inseparable part of freedom’ organized by Friedrich Nauman Institute, October 2008
- Certified attendant of “New public management” organized by Friedrich Nauman Institute, March 2005

### **KEY QUALIFICATIONS**

- Excellent knowledge about textiles industry with about 30 years’ experience
- Excellent knowledge about industry in Egypt through working on developing national business agenda for Egypt for more than 3 years
- Excellent knowledge about the legal ecosystem of industry by working on policy and legal reforms for more than 7 years
- Excellent networking and relational capital working at the EJB (Egyptian junior business association) with more than 600 companies in different fields
- Excellent knowledge about small business and entrepreneurship through worldwide exposure of different ecosystems especially in Germany, USA, and locally in Egypt
- Excellent academic knowledge in the fields of entrepreneurship innovation, technology and strategic management

### **PROFESSIONAL WORK EXPERIENCE**

- GM of Shetatex company since 1998 till May 2012
- Member of the QIZ textiles committee in the American chamber 2008
- Founding member of textile technology center
- Member of the steering committee of textile trade center

- President of middle east council for small business and entrepreneurship MCSBE (MAKSABY) since September 2011 till June 2014
- Member of Egyptian junior business association board since May 2007.
- Vice chairman of the Egyptian junior business association till November 2009
- Head of business environment council at Egyptian junior business organization. Responsible for 12 committees from different industries, also the issuance of National business agenda for Egypt in collaboration with CIPE (center for International private enterprises) till May 2009.
- Member of the Egyptian center for the advancement of sciences and innovation (ECASI) since December 2012
- Member of Egypt network for integrated development (ENID)
- Member of the advisory council for transparency and anti-corruption with CIPE (Center for international private enterprises) till May 2010
- Alumni of Freidrich Nauman institute advocating for liberal thinking, with Knowledge in lean government and property rights.
- Founding Member of the middle east council for small business and entrepreneurship (MCSBE)
- Alumni of the Egyptian society for systems thinking
- Alumni of the international visitor leadership program (IVLP) with a specialization about small business development
- Member of the Arab management association

### **ACADEMIC WORK EXPERIENCE**

- Taught more than 3000 students on the undergraduate and postgraduate level
- Visiting assistant professor of management and entrepreneurship for undergraduate level and strategic management of innovation for MBA at the American university in Cairo AUC
- Visiting professor of strategic management course for Cardiff metropolitan university MBA program at the Arab academy for science and technology

- Visiting professor of people and organization course for Cardiff metropolitan university  
MBA program at the Arab academy for science and technology
- Adjunct professor of strategic management, contemporary management research methodology, research seminar and organizational behavior and entrepreneurship at Ecole Supérieure Libre des Sciences Commerciales Appliquées (ESLSCA)
- Adjunct professor of entrepreneurship and innovation at the Nile university
- Adjunct professor of managing SME, s for EMBA program at Nile university
- Adjunct professor knowledge management, strategic management of technology for management of technology program at the Nile university
- Adjunct assistant professor of management for MBA at the American university in Cairo AUC
- Adjunct professor of leadership, strategic management and entrepreneurship for management diploma students at the American university in Cairo
- Adjunct assistant professor at the Arab academy for science and maritime technology teaching contemporary management, performance management systems, and organizational behavior for MBA students
- Adjunct assistant professor at the Arab academy for science and maritime technology teaching introduction to management for undergraduate students at the faculty of logistics and transportation.
- Adjunct assistant professor of management, advanced strategic management, thesis and seminar for strategic management for undergraduate students, as well as Strategic management, managing innovation process, Developing Novel Products and Services and Product and process innovation for MBA students at the German university in Cairo.
- Supervised more than 150 research graduation projects for MBA students at Ecole Supérieure Libre des Sciences Commerciales Appliquées ESLSCA school
- Supervised and evaluated more than 150 cases in the field of entrepreneurship,130 cases in the field of management ,60 cases in the field of innovation,30 cases in the field of organizational behavior, more than 200 research papers ,60 cases in the field of leadership and 100 cases in the field of strategic management
- External examiner for more than 50 MBA graduation projects

## **COURSES TAUGHT**

- **MBA (master of business administration),**
  - Entrepreneurship
  - Research seminar
  - Research methodology
  - Strategic management of innovation
  - Strategic management
  - Managing innovation
  - Product and process innovation
  - Managing innovation process
  - Developing Novel Products and Services
  - Social entrepreneurship and CSR
  - People and organization
  - Management of small and medium enterprises
  - Business planning for new ventures
  - Managing in a dynamic world
  - Contemporary management
  - Organizational behavior
  - Performance management systems
  - Leadership
- **Undergraduate**
  - Introduction to entrepreneurship
  - Entrepreneurship and innovation
  - Family business
  - Business planning
  - Introduction to business (simulation)
  - Management
  - Advanced strategic management
  - Seminar in strategic management
  - Thesis in strategic management
- **MOT (master of technology)**
  - Strategic management of technology
  - Knowledge management

## **AWARDS**

- Teaching excellence award for adjunct faculty academic year 2015- 2016 from the AUC business school
- Certificate of recognition for the contribution of successful delivery of top management development program customized to Bapetco February 2017
- Performance award from the executive education for year AUC 2015
- Performance award from the executive education AUC for year 2016

## **SERVICES TO ACADEMIC INSTITUTIONS**

- Developed the outlines for three courses of the entrepreneurship concentration at the AUC including family business, corporate entrepreneurship, innovation and technology
- Developed the outlines of new courses in the field of innovation management, entrepreneurship, knowledge management, strategic management of technology
- Member of the academic affairs committee 2016- 2017 responsible for catalog modifications as well courses mapping for the entrepreneurship and management topics
- Coordinator of the introduction to business course, responsible for logistics and creating the exams
- Helped in the preparation of the entrepreneurship day at the AUC
- Helped in the preparation of the entrepreneurship day at the GUC, Arab academy
- Responsible for business plan competition for freshman students at the GUC December 2009
- Judge for the mini cases competition organized by the khazindar case center at the AUC
- Main prospector for 20 companies to participate as mini cases for the khazindar case center
- Invited 25 speakers varying from prominent business people to top management positions at his classes of entrepreneurship, management and innovation at the AUC

## **PUBLISHED WORK**

- Sheta, A. (2016). *Learning organization dimensions and knowledge management practices: Impact on the performance of private sector in Egypt*: Lambert academic publishing.
- Sheta, A. (2016). Entrepreneurship between theory and reality: The Egyptian case, *Egyptian dossier: El Ahram*.
- Sheta, A (2015). Entrepreneurial teaching: an AUC case, *AUC business review*.
- Sheta, A. (2012). Developing an Entrepreneurship Curriculum in Egypt: The Road Ahead. *Journal of Higher Education Theory and Practice* ,12(4),51-65
- Sheta, A., Kheir, M. (2010). Developing a domestic conceptual framework relating entrepreneurship and local economic development in Egypt, *Proceedings of enabling the local dimension in economic development conference*. Faculty of economics and political science: Cairo university.

## **TRAINING AND CONSULTANCY WORK EXPERIENCE**

- Key expert for the innovation gate project under the umbrella of TVETII component 2 "Supporting the Transition to Employment"
- Responsible for the initiation of 30 projects in Bapetco and SHELL continuous improvement program through follow up and coaching
- Trained 27 participants from the Coordination Committee for Prevention of Illegal Migration (NCCPIM) about strategic planning
- Consultant for the expert in residence and expert in house initiative at the women entrepreneurship and leadership WEL developed by Wharton school of business and Goldman Sachs at the American university in Cairo.
- Worked as a consultant for the ZAYTUN project for olive processing with a role of identifying the training needs TNA for middle management
- Consultant for the international labor organization ILO developed a study under the name "KAB Egypt business plans and methodology: a critical review"
- Consultant for the international labor organization ILO developed a TOR under the name "Entrepreneurship centers: the future of youth in Egypt from theory to reality"

- Free-lance trainer and consultant in fields of strategic, knowledge and innovation management as well as entrepreneurship, leadership and small business management
- Conducted a training for Qatar national bank QNB in Egypt under the title “strategic thinking and planning” with 17 hours training and 16 participants
- Program team lead for Gulf Food Industries California Garden (GFI CG) Executive Development Program under the executive education program at the AUC
- Worked as a facilitator for a workshop with transparency international in Yemen “Capacity assessment tool and strategic planning development” for the Yemen team for transparency and integrity with 9 participants and 40 working hours
- Project team lead for the customized California gardens program conducted for sales and distribution staff under the umbrella of executive education at the AUC
- Follow up coach for 4 projects for the California gardens program conducted for sales and distribution staff under the umbrella of executive education at the AUC
- Worked as trainer and coach for the management center at the American university in Cairo in a customized program for BAPETCO oil and Gas Company. the module title was “planning and executing through people” mainly concerned about planning on the corporate level, departmental, operational and process level with 106 participants, 106 training hours and 96 coaching and mentoring hours
- Worked as trainer and coach for the management center at the American university in Cairo in a customized program for BAPETCO oil and gas company the module title was “Analyze and Solve Problems” with 106 participants, 72 training hours ,54 coaching and mentoring hours
- Worked as a training facilitator and moderator in the European union program for building the capacity of the training sector of the central agency for organization and administration with 60 participants 120 training hours for training of the trainer TOT program
- Worked as a training facilitator and moderator in the European union program for building the capacity of the training sector of the central agency for organization and administration with 20 participants 48 training hours for training needs assessment TNA program
- Worked as a training facilitator and moderator in the European union program for building the capacity of the training sector of the central agency for organization and administration with 15 participants 16 training hours for underperformance TOT program



- Conducted a training under the title “Entrepreneurship and new venture creation in challenging times; opportunities and threats” with international labor organization ILO at the international training center ITC in Turin, Italy
- Conducted 88 training hours in the fields of strategic management, business planning, decision making and problem solving, communication, dealing with stress and conflict, managing human resources, international marketing, management fundamentals and Understanding and forming high impact teams for the CNFA project funded by USAID
- Trained top management in olive processing industry about internationalization and strategic management through ZAYTUN project funded by USAID
- Conducted sessions in leadership topic for Ghabour company under the AUC management center executive diploma program
- Conducted sessions in leadership topic for Ghabour company under the AUC management centre executive diploma program
- Established a platform of 100 volunteers from MBA students to present training courses in the field of entrepreneurial management under the umbrella of MASHROEE (my project) module of MCSBE.
- Worked as TOT specialist in the fields of management, strategic management, organizational behavior, innovation, leadership and organizational development giving courses to more than 100 trainers
- Established a training series for innovation including more than 10 courses tackling ecosystem of innovation
- Trained in the public sector, ministry of culture in the field of performance management, organizational behavior
- Conducted training sessions for more than 100 participants in Sakyat el Sawy discussing entrepreneurship, innovation and how to start a business
- Trained students of faculty of engineering Matareya in the field of innovation and creativity
- Trained more than 300 students from Assuit university in the field of business plan writing
- Established a training syllabus with more than 30 topics for MAKSABY organization
- Dedicating 6 hours/month training as give back to society in the fields of innovation, creativity, organizational behavior and management, as well as how to start a business

- Dedicates 3 hours/month consulting for small businesses give back to society in the fields of management, strategy and operation
- Established a platform of 30 volunteers from MBA students to work as volunteer consultants in the field of entrepreneurial management under the umbrella of MOSTASHARY (my adviser) module of MCSBE
- Worked as mentor and consultant on volunteer bases for more than 30 startups and small businesses

### **SERVICES TO THE FIELD OF ENTREPRENEURSHIP AND SMALL BUSINESS**

- Designed the syllabus for three courses in the entrepreneurship concentration intended for inception at the AUC fall 2015 under the titles: innovation and technology, family business and corporate entrepreneurship
- Designed and delivered the family business course for the first time in Egypt and the region at the AUC spring 2017
- Judge for 16 projects entering the business plan competition organized by the entrepreneurs' society at the AUC
- Contributed in the preparation for the global entrepreneurship week in Egypt 2008,2009,2010,2011,2012,2013,2014,2105,2016 encompassing 10 universities and 10000 students outreach
- Designed the syllabus for the undergraduate course for entrepreneurship at the AUC under the title MGMT 413 in 2010
- Designed the syllabus for the first course in entrepreneurship minor at the AUC under the title ENTR 203
- Contributed in the key program launched by the EJB to serve 10000 students annually by teaching them soft skills
- Responsible for the workshop delivered by professor Dale Meyer and professor Frank Moyes (November 2009) to teach 30 academic instructors how to develop entrepreneurship curriculum and establish entrepreneurship centers at universities
- Participated in the preparation of the entrepreneurship conference (November 2009), also worked as a facilitator for the education dimension of entrepreneurship, highlighting the efforts done at the AUC in the field

- Participated in the world conference of international council of small business at south Korea, May 2009
- Currently participating in the preparation of (GEM) for Egypt, in cooperation with Babson college and Kaufmann foundation
- Participated in the preparation for the conference of international council for small business and entrepreneurship ICSBE and participated in the board meeting, in Cairo January 2011
- In the process of establishing official curriculum for entrepreneurship, innovation and critical thinking in three public universities Cairo, Alexandria and Helwan
- In the process of initiation for three entrepreneurship centers in three public universities Cairo, Alexandria and Helwan
- Established a platform of 100 volunteers from MBA students to present courses in the field of entrepreneurial management under the umbrella of MASHROEE (my project) module of MCSBE
- Established a platform of 30 volunteers from MBA students to work as volunteer consultants in the field of entrepreneurial management under the umbrella of MOSTASHARY (my adviser) module of MCSBE
- Dedicating 6 hours/month training as give back to society in the fields of innovation, creativity, organizational behavior and management, as well as how to start a business
- Dedicates 3 hours/month consulting for small businesses give back to society in the fields of management, strategy and entrepreneurship
- Major coordinator and organizer of the global entrepreneurship week (GEW) activities in Egypt November 2012 with 95 events
- Mentor and judge for the technology and innovation entrepreneurship center TIEC involved in techno entrepreneurship

### **MEMBERSHIP OF PROFESSIONAL BODIES**

- Faculty member of the international council for small business ICSB based in George Washington university
- Board member of the middle east council for small business and entrepreneurship an affiliate of the international council for small business

- Member of the Association of the Egyptian American scholars'
- Board member of the MCSBE (Middle East of small business and entrepreneurship)
- EJB (Egyptian junior business association)
- Founding member of the Egyptian center for the advancement of sciences and innovation (ECAS) since
- Board member of Egypt network for integrated development (ENID)
- Member of the Advisory board member for the khazindar case center at the AUC
- Alumni of Freidrich Nauman institute advocating for liberal thinking
- Alumni of the Egyptian society for systems thinking
- Alumni of the international visitor leadership program (IVLP)

### **INTELLECTUAL CONTRIBUTIONS**

- Entrepreneurship education: are we on the right track. Keynote speaker at the AASTMT 2nd International Conference "Business & Entrepreneurship, Supply Chain, Management & Information Systems" May 2017
- Understanding business model canvas. AUC in collaboration with entrepreneurs' society 21<sup>st</sup> February 2017
- Maximizing intellectual capital: the way ahead. Egyptian patent office and world intellectual property organization workshop (main speaker) January 2017
- Teaching innovation and end of semester projects. CLT symposium, November 2016 (main speaker presentation)
- Can you teach entrepreneurship. Egypt entrepreneurship summit, November 2016 (main speaker presentation)
- Designing not planning a smart business. Egypt entrepreneurship summit, November 2016 (main speaker presentation)
- Entrepreneurship Education Cases – Best Practices. Egypt entrepreneurship summit, November 2016
- Commercialization dilemma: bridging the gap in Egypt. Association of the Egyptian American scholars' conference
- Article about under the title "entrepreneurship between theory and practice; the Egyptian case" to be published in al ahram strategic issues September 2016

- Lecture about “how to manage a cultural project” Ministry of culture – sector of fine arts
- Contributed as a member of the committee responsible for drafting a manual for corporate governance 2007, in collaboration with the center of international private enterprises in Washington CIPE
- Contributed in the editing of the national business agenda for Egypt, issued by the EJB magazine in 2005-2009
- Lectured in Ain shams, Cairo university in topics of entrepreneurship and business culture
- Lectured about free market economy with Frederich Nauman association
- SME, s financing in Doha 2008 at the economic freedom index conference
- Presentation about the role of private sector in democratic reforms in Sanaa 2008 at the conference preparing for the reforms in the Arab world
- Presentation about lean government during seminar in Germany 2005
- Presentation about property rights during seminar in Germany 2008
- Presentation about entrepreneurship and innovation during seminar in Belgium and Germany 2009
- Presentation about the national business agenda in Egypt 2008
- Participated in the process of legal amendments for unified corporate law in Egypt
- Participated in the amendments of legislations for real estate and contracting in Egypt
- Main speaker at the conference of democratic reform and private sector in Yemen 2007
- Main speaker at the conference of the Hellenic institute dedicated for entrepreneurship and economic development 2010
- Main speaker at the global entrepreneurship week (GEW) activities, for entrepreneurship education session 2010
- Main speaker at the Egyptian banking institute annual conference, about entrepreneurship education and its impact on financing 2010
- Main speaker at the middle east council for small business and entrepreneurship in Cairo, January 2011
- Main speaker at the “pioneering for the future” discussing entrepreneurship in Egypt at the faculty of engineering Cairo university, May 2011

- Main speaker about the future of entrepreneurship in Egypt after revolution at the international council for small business ICSB conference at Stockholm in June 2011
- Main speaker at Assuit university during global entrepreneurship week (GEW) in November 2011
- Main speaker at Arab academy for maritime and technology speaking about entrepreneurship and innovation during global entrepreneurship week in November 2011
- Main speaker at faculty of economics and political science about innovation in small business in May 2012
- Main speaker at the faculty of engineering port said university during the global entrepreneurship week 2012
- Main speaker at the faculty of commerce Cairo university business plan competition November 2012
- Main speaker at the opening ceremony of the global entrepreneurship week November 2012,2013
- Main speaker about creativity and innovation at south valley university Qena 2013 as part of the global entrepreneurship week activities
- Main speaker at Zagazig Tamkeen project under the title “Entrepreneurship: realizing your potential” for university students, November 2014
- Main speaker at south valley university under the title “Innovation and creativity”, November 2013
- Main speaker at the conference of democratic reform and private sector in Yemen
- Lectured at the faculty of economics and political science under the title “Entrepreneurship and innovation”
- Main speaker at the conference of the Hellenic institute dedicated for entrepreneurship and economic development
- Main speaker at the global entrepreneurship week (GEW) activities, for entrepreneurship education session
- Main speaker at the Egyptian banking institute annual conference, about entrepreneurship education and its impact on financing

- Main speaker at the “pioneering for the future” discussing entrepreneurship in Egypt at the faculty of engineering Cairo university
- Main speaker about the future of entrepreneurship in Egypt after revolution at the international council for small business ICSB conference at Stockholm in June 2011
- Main speaker at Assuit university during global entrepreneurship week (GEW) in November 2011
- Main speaker at Arab academy for maritime and technology speaking about entrepreneurship and innovation during global entrepreneurship week in November 2011
- Main speaker at faculty of economics and political science about innovation in small business in May 2012
- Main speaker at the faculty of engineering port said university during the global entrepreneurship week 2012
- Main speaker at the faculty of commerce Cairo university business plan competition November 2012
- Main speaker at the opening ceremony of the global entrepreneurship week November 2012,2013
- Main speaker at the AUC “Marketing as a principle and its importance”, September 2005