



Fadi Amroush (MS, MA, PhD)

Nationality: Spanish **Date of birth:** 20 Jun 1983

Phone number: (+34) 687124077

Email address: fadyamr@gmail.com

Work: C. Segunda, 49, Carbajosa de la Sagrada, 37188 Salamanca, (Spain)

EDUCATION

Ph.D. in Economics and Business

University of Granada [1 Oct 2009 – 1 Nov 2012]

Country: Spain

Field(s) of study: Behavioral Economics, Artificial intelligence

Final grade: Cum Laude

Thesis: Three Essays on Informatics Decision Support Systems in Product Selection.

Master's Degree in Economics

University of Granada [1 Oct 2009 – 1 Jul 2010]

Country: Spain

Final grade: GPA: 8.638 (on a 10-point scale)

Master's Degree in Informatics Engineering

University of Aleppo [1 Oct 2007 – 1 Jul 2009]

Country: Syria

Field(s) of study: Artificial Intelligence

Final grade: GPA: 85,72/100

Bachelor's Degree in Informatics Engineering

University of Aleppo [1 Sep 2000 – 1 Jul 2005]

Country: Syria

Field(s) of study: Computer Networks, Artificial Intelligence

Final grade: GPA: 77.17/100 (Third-highest in the program)

Certificate in Marketing

Florida International University [1 Apr 2008 – 1 Aug 2008]

Field(s) of study: Customer Relationship Management (CRM)

About Me

Dr. Amroush is a social entrepreneur and digital transformation consultant with over 20 years of experience spanning academia and industry. He specializes in generative AI, Blockchain, and Prompt Engineering, holding a Ph.D. in Economics and dual master's degrees in informatics engineering and economics. Dr. Amroush has led the integration of AI-driven tools across various sectors, particularly in education, to enhance learning outcomes and accessibility. His consulting work with leading global companies demonstrates his expertise in advancing digital solutions, with a strong focus on innovation in AI and digital transformation in diverse regions, including the Arabian Gulf.

PROFISSIONAL COMPETENCIES

[1 Jan 2005 – Current]

- Digital Transformation
- Generative AI
- Prompt Engineering
- Enhancing Workplace Productivity
- Artificial Intelligence in Business Digitalization and Education
- Management Principles
- Advanced Project Management
- Business Management Strategies
- Digital Marketing Techniques
- Innovations in Online Learning and AI-Enhanced Education
- Fundamentals of Artificial Intelligence and its Application in Learning
- Blockchain Technology and Applications
- Design Thinking for Business Solutions
- Business Development and Entrepreneurship
- Data Analysis for Decision-Making
- Techniques in Data Interpretation

WORK EXPERIENCE

Business Consultant & Lecturer

Self-Employed, many organizations and companies. [1 Jun 2013 – Current]

I have provided my expertise as a contracted consultant to a variety of international and local organizations, leading projects in blockchain implementation, no-code web development, savings frameworks, technical platform creation, digital marketing training, and behavioral economics. My contributions include:

- **Freelance Consultant (Feb 2022 - Now):** *Specialized in Benchmarking Studies and Generative AI Integration.* Worked as a contracted consultant with several international and regional organizations, focusing on leveraging generative AI to enhance productivity, optimize performance, and build AI-powered personal assistants. Collaborated with various clients, including consulting firms such as Rushd and Riada in Saudi Arabia, and public entities like the Royal Commission for Jubail and Yanbu
- **ESCWA - UN (Feb 2024 - July 2024):** As a contracted consultant, I developed and delivered comprehensive training materials on blockchain applications to facilitate intra-Arab trade, authored a regional report, and supported the creation of educational materials.
- **Dollani Bootcamp: No Code Web Solutions Development (Nov 2023 - June 2024):** In my role as a scientific consultant, academic supervisor, and lead instructor, I developed and led a 120-hour training bootcamp on no-code web solutions, focusing on generative AI and prompt engineering.
- **Rushd Consulting (Nov 2022 - Jan 2024):** Contracted to conduct a thorough assessment of savings programs for the Social Development Bank, perform international benchmarking studies, and train employees on the new savings framework.
- **German Energy Academy in Jordan (April 2021 - April 2023):** Hired as a technical consultant and project manager to lead the development of a technical platform and Learning Management System (LMS), overseeing a team of designers, developers, and content writers.
- **Niuversity (April 2015 - Present):** As a contracted consultant, I managed technical teams and developed training programs, significantly increasing online program completion rates to 92% and certification success rates to 71%.
- **Maharat min Google (Nov 2019 - Jun 2020):** Engaged as a consultant to supervise and train over 50,000 Arabic-speaking participants in digital marketing through the Google Skills program, achieving high levels of participant engagement and success.
- **Meta (April 2021 - Jul 2023):** Contracted to apply behavioral economics principles to improve student completion rates in the Meta Certified Digital Marketing Associate program offered via Coursera, raising success rates to 52%.
- **The Public Authority for Manpower Register - Sultanate of Oman (April 2015 - April 2019):** Provided consultancy and training for managers, collaborating with various training centers to deliver specialized workshops.
- **Paris Training Centre (April 2012 - April 2020):** Contracted to deliver numerous training programs across the Gulf region, targeting managers and decision-makers.

These experiences have honed my ability to manage and execute complex projects, develop and deliver high-quality training programs, and implement innovative solutions to enhance organizational performance.

Cofounder (IT & Behavioral Economics/Nudge Expert)

Niuversity [1 Apr 2019 – Current]

Country: Germany

Website: www.niuversity.com

Business or sector: Education

- **Strategic Technical Leadership:** Crafted and executed a comprehensive technical strategy aligned with Niuversity's business objectives, with a particular focus on integrating Artificial Intelligence into educational methodologies and learning experiences to drive innovation and sustainable growth.
- **Technology Advancement and Adoption:** Spearheaded the identification and integration of cutting-edge technologies, including advanced AI solutions specifically designed to enhance educational tools, optimize learning processes, and personalize student experiences, establishing Niuversity's competitive edge in the ed-tech sector.
- **AI-Driven Educational Solutions:** Led initiatives to incorporate AI in the development and deployment of educational content, building training materials that leverage AI and Prompt Engineering to improve learning outcomes and adapt to diverse learner needs. Worked closely with partner companies to integrate these AI-driven solutions effectively.

Visiting Postdoctoral Researcher

University of Salamanca [1 May 2012 – 1 May 2015]

City: Salamanca, Spain

- **Experimental Design and Execution:** Developed and conducted experimental economics studies to explore consensus measures in group decision-making, resulting in actionable insights for the Department of Economics and Economic History.
- **Data Analysis and Interpretation:** Employed advanced statistical techniques to analyze experimental data, providing a robust empirical foundation for understanding the dynamics of group consensus.
- **Academic Collaboration and Knowledge Sharing:** Engaged in collaborative research initiatives and disseminated findings through departmental seminars, contributing to the academic discourse on economic decision-making processes.

Manager of Economic Experimentation Laboratory

University of Granada [1 Jan 2010 – 1 Nov 2013]

City: Granada, Spain

- **Laboratory Operations Management:** Oversee the daily operations of EGEO Lab, ensuring efficient administrative and operational procedures, including resource allocation, maintenance of lab equipment, and adherence to safety protocols.
- **Technical Support and Innovation:** Provide comprehensive IT support to facilitate advanced economic experiments; lead the development and implementation of innovative technical solutions to enhance research capabilities.
- **Researcher Support and Collaboration:** Act as the primary technical advisor for researchers, offering expertise to optimize experimental design and data collection methods, fostering a collaborative environment that enhances research quality and impact.

HONOURS AND AWARDS

The Said Khoury Award for Entrepreneurs and Innovation

[2016]

Recipient of the Said Khoury Award for Entrepreneurs and Innovation, recognizing exceptional business acumen and innovative start-up development among Arab youth.

Jusoor Entrepreneurship Competition

[2015]

First Prize recipient in the Jusoor Entrepreneurship Competition, awarded for outstanding innovation and entrepreneurial excellence.

PEAC Research Visit Grant

University of Santiago de Compostela [2014]

Awarded the PEAC Research Visit Grant for scholarly work at the University of Santiago de Compostela.

EPIC Postdoctoral Grant

University of Salamanca [2013]

Secured the EPIC Postdoctoral Grant for a 6-month research tenure at the University of Salamanca.

Erasmus Mundus PhD Grant

University of Granada [2009]

Recipient of the JOSYLEEN Erasmus Mundus PhD Grant for 34 months of doctoral research at the University of Granada.

Best Project' award

Informatics Projects Competition [2008]

Winner of the 'Best Project' award at the 12th Informatics Projects Competition.

Award of the Academic Excellence

[2001]

Recipient of the Award for Academic Excellence.

PUBLICATIONS

Al-Jawaab at Qur'an QA 2023 Shared Task: Using OpenAI APIs for Finding Relevant Answers to Questions from Qur'an.

[2023]

Zekiye, A., Abdulrezzak, A., & Amroush

The First Arabic Natural Language Processing Conference (ArabicNLP 2023). Singapore.

AI-Assisted Investigation of On-Chain Parameters: Risky Cryptocurrencies and Price Factors

[2023]

Zekiye, A., Utku, S., Amroush, F., & Ozkasap, O

Proceedings of the IEEE BCCA 2023. Kuwait.

Evaluation of Cryptocurrencies Dynamically Based on Users' Preferences Using AHP

[2022]

Zakieh, A. R., Utku, S., & Amroush, F.

Proceedings of the INFUS 2022 Conference, Volume 2 (pp. 540-547).

Tokenizing Startups, from Utility Tokens into Security Tokens.

[2022]

Amroush, F

Paper presented at the 5th Conference on Entrepreneurship and Economic Development Entrepreneurial Digital Transformation, Doha, Qatar.

How can blockchain open new doors for entrepreneurs in MENA?

[2022]

Alaswad, S., & Amroush, F.

Paper presented at the 5th Conference on Entrepreneurship and Economic Development Entrepreneurial Digital Transformation, Doha, Qatar.

The intelligence of E-CRM applications and approaches on online shopping industry

[2019]

Bashar Shahir Ahmed, Fadi Amroush, Mohammed Ben Maati

Advanced Methodologies and Technologies in Digital Marketing and Entrepreneurship.

Improving Data Quality in Intelligent eCRM Applications

[2018]

BS Ahmed, F Amroush, MB Maati

Encyclopedia of Information Science and Technology, Fourth Edition, 1616-1626

The implementation Trends of Intelligence E-CRM in Business process

[2016]

Bashar Ahmed, Fadi Amroush, Mohamed Larbi Ben Maati

4th IEEE International Colloquium on Information Science and Technology (CiSt), Pages 35-39

Experimental economics for web mining

[2014]

Rustam Tagiew, Dmitry I Ignatov, Fadi Amroush

Third international workshop on experimental economics and machine learning, arXiv preprint arXiv: 1412.4726

Social learning in networks: Extraction of deterministic rules

[2013]

Rustam Tagiew, Dmitry I Ignatov, Fadi Amroush

IEEE 13th International Conference on Data Mining Workshops, Pages: 445-451

Three essays on informatics decision support systems in product selection

[2012]

Fadi Amroush

Editorial de la Universidad de Granada, D.L.: GR 591-2013, ISBN: 978-84-9028-411-7

Proposing a Similarity Measure in Case based Reasoning for Products Selection - An Experimental Evidence

[2012]

Fadi Amroush

ICAART 2012 - Proceedings of the 4th International Conference on Agents and Artificial Intelligence, Volume 1 - Artificial Intelligence, Vilamoura, Portugal, Pages: 499-502,

Applying Case-Based Reasoning in Decision support systems for Software products Selection.

[2011]

Fadi Amroush, ABaderddeem Alkhoder

1st International Conference on Information Systems and Technologies (ICIST'2011), Algeria. Pages: 628,629, Publisher: ISBN: 978-9931-9004-0-5

Network security policy in Wireless networks

[2010]

Fadi Amroush

MPRA Paper, Issue:28011, Publisher:University Library of Munich, Germany

A proposed Decision Support System for Trips Selection

[2010]

Fadi Amroush

Journal of Financial Economics (Financial Economics and Development), 3(9), 143-160.

Using Artificial intelligence to select the optimal E-CRM Based business needs

[2008]

Fadi Amroush, Alkhoder Baderddeen, Talal Yusef

In Proceedings of the 1st International Engineering Sciences Conference (IESC'08)

Proposing a Security Architecture for Grid Services

[2008]

F Amroush, A Bouchi

In Proceedings of the 1st International Engineering Sciences Conference (IESC'08)

Building a programs' evaluation system by using CBR Cased Based Reasoning

[2009]

Fadi Amroush, ABaderddeen Alkhoder

Research Journal of Aleppo University

LANGUAGE SKILLS

English: Fluent

Arabic: Fluent

Spanish: Independent

