

Dr Milad Sebaaly

Address: Dubai, UAE | Phone: +971 558 881 828 | Email: msebaaly@gl.ae | LinkedIn: /DrMiladSebaaly

CEO / MD / COO / Chief Technology Office / Chief Strategy Officer / Professor / Vice President / Provost
Education / Management Consultancy / Online Learning / Blended Learning / Smart Learning / Virtual Education

A CEO and CTO who has led technology application strategy, project management and business remodelling for corporations, education providers and government bodies. Provided senior level consultation on the selection, design and deployment of these methodologies for organisations such as Rochester Institute of Technology (RIT) Dubai, UAE, NDU University, Lebanon, DP World, UAE, and Macat International, UK. Launched and directed several innovative educational technology projects across the Middle East, such as the e-Learning Centres of Excellence at King Khaled University, KSA; King Fahed University of Petroleum and Minerals (KFUPM, KSA, Gulf University of Science and Technology (GUST), Kuwait, Al- Balqa' Applied University (BAU), Jordan, Al-Ahliyya Amman University (AAU), Jordan, Notre Dame University, Lebanon and; Learning.Social, the first Social Online Learning platform in Asia, Middle East and Africa. An internationally recognised speaker and conference chair notably as Founding Member of the International Academic Advisory Board of the Natural and Artificial Intelligent Systems Organization (NAISO), Founding Member of the MIT Learning International Networks Consortium (MIT-LINC), USA, Chairman of IT at the American University, Dubai and President of the Middle East eLearning Association, UAE. Aided peer learning and industry development through articles such as "Online Education and Distance Learning in Arab Universities", "Mobile Social Online Learning: Cloud Campus as a Case Study" and "Technology-Based Education: Experiences in the Middle East". An EdTech entrepreneur who led the setup and management of several specialized start-ups in UAE, Jordan, Lebanon and Syria, and took couple of them through multi-million dollars M&A processes.

CORE COMPETENCIES

- New Technology Implementation ▪ Leadership ▪ Team Development ▪ Risk Management/Control/Governance ▪ P&L ▪ M&A ▪ Policies/Procedures Development ▪ Program Management/Administration ▪ New Product Conceptualisation ▪ Continuous Improvement ▪ IT/Business Strategy Alignment ▪ Digital Transformation ▪

KEY SKILLS & ACHIEVEMENTS

- **Strategic Alliances & Partnerships, Business Valuation, Strategic Planning, Innovative Business Modelling** - Manages and oversees special projects evaluating existing processes, procedures and relationships to improve organisational effectiveness, meet current and future objectives, improve market positioning and increase investment potential. Rochester Institute of Technology (RIT) Dubai, UAE was established in 2009 in collaboration with Dubai Silicon Oasis (DSO). The deal for DSO to build a world-class campus for RIT-Dubai was affected by the 2009 financial crisis leaving it on a temporary campus at DSO. Required to produce a 300m AED campus plan to attract major investors. Having analysed current operations and areas for improvement submitted several organisational optimisation action plans. Also proposed major expansion plans covering continuing education and online learning, alongside closer industry cooperation and partnerships. Secured a 200m AED investment from DP World and the establishment of the College of Maritime Engineering as part of RIT Dubai, accredited by RIT New York.
- **Brand Enhancement/Positioning, Innovation, Leadership Performance Optimisation** - Understands the critical importance of competitive positioning and the tools available to achieve a preeminent position in the marketplace. Spearheaded the introduction of an Online Learning Centre at NDU University, Lebanon, extending the reach of its Lifelong Learning programs. Providing blended learning delivery of introductory courses that consistently generated a high number of enrolments streamlined course administration. Introducing a blended learning model at Al Balqa Applied University, Jordan, also reduced delivery costs by 3 times; engaged new students with technology-enabled learning early and; built a reputation for the university of being associated with high-tech, modern learning.
- **Change Management, Modern Educational Models, International Funding Relationships, Public Sector Partnership** - Adept at skilfully delivering complex projects requiring sensitive internal and external negotiations, innovation and funding capabilities. CERD is the Lebanese public institution in charge of curriculum development and teacher training. The Lebanese curriculum, teaching methods and approaches were last modified in 1998 and required overhauling. Led the modernisation project, shifting initial resistance against large-scale technology deployment to engagement with technology and modern pedagogical models. This gave the CERD leadership the impetus to embark on the transformation of the entire Lebanese curriculum into an online interactive one, utilising the latest technologies, instructional design techniques, and delivery models. Aided CERD and the Ministry of Education and Higher Education to obtain a 40m USD soft loan from the World Bank for curriculum development and digitisation.
- **Strategic Planning, Business Development** - Effectively combines technological, teaching, strategy and operational experience to drive business development. Alef Education, was an innovative start-up company focused on disrupting conventional education by developing an AI-based learning platform to support adaptive and personalised learning. The company's team required project development and go to market support. Helped drafting their overall strategy, introduced them to an adaptive learning environment and developed adaptive interactive content. Applied deep

understanding of the education sector in regional and international markets to produce an appropriate business plan. As a result, the company launched its innovative technological solutions, methodologies, products and content in less than a year.

WORK EXPERIENCE

Macat International LLC - London, UK

Jul 2016 - Present

Senior Advisor to the Board

Macat specialises in Critical Thinking Measurement and Development in collaboration with Cambridge University. Joined the organisation to establish a clear road map and key milestones that would overcome major problems being experienced developing the technological platform which were contributing to a spend rate of more than 400k GBP per month.

Achievements:

- Brought down monthly spend to less than 85k GBP
- Established the company as a global market leader in critical thinking measurement and development
- Generated sales revenues of up to 100k GBP per month
- Restructured the entire team, and outsourced a major part of the technology development to a partner in India
- Introduced existing development platform which provides learning and assessment management
- Refined the company's overall strategy to focus on marketing their developed critical thinking library
- Concluded a global distribution agreement with the leading world-class publisher, Taylor and Francis

Global Learning International FZ-LLC - Dubai, UAE

Mar 2013 - Present

Managing Director

GL consulting specialises in developing and implementing innovative educational projects and models utilising the latest technologies, leading several large-scale innovative educational projects in the GCC region and international markets.

Achievements:

- Aided drafting of Alef Education (Abu Dhabi, UAE) overall strategy Introduced them to an adaptive learning environment, and developed adaptive interactive content enabling product and content launch in less than a year
- Developed an innovative Virtual School model, targeting Out-of-School children in various countries across the Arab World and Africa
- Planned, conceptualised, built, managed and maintained the Syrian Virtual University, the first accredited virtual university in the Arab World
- Developed the first social online learning platform in Asia, Middle East and Africa in collaboration with Hamdan Bin Mohammed Smart University (HBMSU), the first accredited Online Smart University in the GCC
- Led the integration of GL's social online learning platform with leading mobile operators across the region to offer a social mobile learning value-added service to their customers and enable mobile payment

Global Learning SARL - Beirut, Lebanon

Jan 2010 - Present

Managing Director

Achievements:

- Led the development of innovative learning initiatives across the MENA region
- Project managed the creation of various eLearning Centres of Excellence at leading universities in KSA, Kuwait, Jordan and Lebanon, and integrating them with the university's organisational structure to serve the various university divisions

JSS Academy - Dubai KV, UAE

2007 - 2011

Director

Achievements:

- Established the first Indian online learning institution in the Gulf and assisted the JSS group in establishing a number of leading modern schools in UAE

Technology World Inc. - Damascus, Syria

Jan 2009 - Present

Chairman

TWC-Syria is a regional Technology Investment Company specialising in Education, Healthcare and Smart Building Solutions

Achievements:

- Collaborated with US and UK academic institutions in developing Bachelor and Master degree programs and content for the Syrian Virtual University with more than 450 online university courses developed so far in Arabic

Speed in SAL – Beirut, Lebanon

Mar 2009 - Apr 2011

Chairman

Achievements:

- Transformed a specialist call center company into an educational call centre providing academic support to other online learning initiatives

Achievements:

- Led business development expanding the company's operations in new ports in Africa, Europe and Asia.
- Negotiated long term concession agreements for developing new container terminals in existing ports, as well as for building new greenfield port projects in various countries
- Worked on full automation of container terminals using latest wireless, ERP and RFID technologies

EARLY CAREER

TWC Kuwait - Kuwait CEO e-Learning	2006 - 2007
Ohio University - Athens, Ohio, USA Regional Manager - Mideast Programs	2004 - 2006
Universal Knowledge Solutions - Dubai, UAE Founding President/CEO of a regional leader in eLearning and Educational Technology in the Middle East	2003 - 2005
Syrian Virtual University - Damascus, Syria Provost of first accredited fully fledged virtual university in the Middle East	2002 - 2004
Ministry of Higher Education - Damascus, Syria Senior Consultant to the Minister	2001 - 2005
American University in Dubai – Dubai, UAE Chairman, Information Technology Department Assistant Professor, Business Administration Department	1998 - 2002 1999 - 2002 1998-1999
Global Information Systems - Beirut, Lebanon Founder and General Manager	1998 - 2004
Nagoya Institute of Technology - Nagoya, Japan Assistant Professor, Production Systems Engineering Department R&D Engineer, Production Systems Engineering Department	1995 - 1998 1997 - 1998 1995 - 1997
Denso Corporation (Toyota Group) - Kariya, Japan Research Engineer, Production Engineering Department	1995-1998
Hyundai Engineering & Construction Co., Ltd - Beirut, Lebanon Senior Scheduling Engineer, Project Control Department	1992 - 1994

RELEVANT RECENT PUBLIC POSITIONS

External Advisory Board Member Electrical and Computer Engineering Department, American University of Beirut Beirut, Lebanon	2009 - Present
Founding Member MIT Learning International Networks Consortium (MIT-LINC) MA, USA	2001 - Present
Founding Member International Academic Advisory Board of the Natural and Artificial Intelligent Systems Organization (NAISO) USA and Canada	1999 - Present
President Middle East eLearning Association Dubai, UAE	2013 - 2015
Chair eLearning MENA Summit Dubai, UAE	2013
Founding President United Lebanon Foundation, (development activities focused NGO) Beirut, Lebanon	2006 - Present

ACADEMIC HONOURS & AWARDS

Distinguished Alumnus Award American University of Beirut (AUB), Faculty of Engineering	2009
Distinguished eLearning Leader Ministry of Higher Education, KSA	2005

ACADEMIC QUALIFICATIONS

Doctor of Engineering (D.Eng.) Systems Engineering Nagoya Institute of Technology Nagoya, Japan	1995 - 1998
Proficiency Degree, Japanese Language Nagoya University Nagoya, Japan	1994
Master of Engineering (M.Eng.) Electrical Engineering American University of Beirut Beirut, Lebanon	1992 - 1994
Bachelor of Engineering (B.Eng.) Electrical Engineering American University of Beirut Beirut, Lebanon	1987 - 1991

PERSONAL DETAILS

Date of Birth: 30 January 1969 **Marital Status:** Married **Driver's License:** UAE **Nationality:** Lebanese

Languages: English, Arabic, French, Japanese

** References and Publications are available upon request*