

RIDA MAWLA

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BACKGROUND

Versatile and multi-skilled. Doer, communicator and quick learner. I have a quantitative educational background with a diverse consulting experience from building and scaling tech products to managing government and corporate entrepreneurship programs. Looking for project management or Business Dev. / strategy positions with regional and global tech firms.

EXPERIENCE

Rumman S.A.L

Beirut, LEB

Co-founder & Strategy Advisor

Jan 2018 - Present

- Built the Rumman business model and [pitched](#) it to an investor audience, resulting in a \$50k pre-seed ticket
- Managed the design and implementation of Rumman's mobile application
- Developed a go-to-market strategy that leverages B2B partnerships with banks as a means to expansion

Wamda (MENA's earliest VC and entrepreneurship platform)

Dubai, UAE

Corporate Engagement Manager

Feb 2016 – Sep 2018

- Led the design and implementation of a mobile app and of [Content](#) (52 pieces a month) and [Community](#) products, for the [National Fund for SME development](#), in a 2-year engagement to grow the entrepreneurship culture in Kuwait
- Scaled the program and the products through a series of events and aggressive partnership-building across Kuwait
- Designed and managed 6 high-profile entrepreneurship events in an effort to build the Kuwait entrepreneurship community
- Managed a [microsite](#) for GE, and oversaw publishing (12 pieces a month), insights and analytics, and client communication
- Designed and managed [Fikra Labs](#), MENA's first government-led travel and tourism accelerator program with: [Etihad Group](#), [DCT](#), [ADNEC](#), and [Miral](#) – program received acclaim and went into its second cohort
- Grew the advisory business by 30% by building corporate and government innovation programs and selling them regionally
- Published 3 [articles](#) on Wamda.com focused on innovation and entrepreneurship
- Mentored / coached over 20 startups to-date with [Altcity](#) and [Flat6Labs](#), on strategy and business development

Exer Management and Technology

Beirut, LEB

Engagement Manager – first employee

Feb 2013 – Dec 2015

- Played a major role in scaling Exer threefold (Qatar then UAE), and developed key partnerships with leading regional clients
- Managed digital strategy projects with top tier regional banks (Qatar National Bank, Credit Libanais), and shopping malls

American University of Beirut (AUB)

New York, USA

Finance Consultant, Office of the Vice-President of Finance in NYC

Jan 2011 – Dec 2012

- Analyzed AUB's debt service model and structured an optimal \$400M loan for its hospital expansion project
- Led the implementation of an endowment administration software to oversee AUB's \$500M investments

EDUCATION

Columbia University

New York NY, USA

Master of Science, Operations Research

2008 –2010

Earlham College

Richmond IN, USA

Bachelor of Arts, Physics

2004 –2008

SKILLS AND INTERESTS

- **Languages** Arabic (Native) • English (Fluent) • French (Fluent) • Spanish (Intermediate)
- **Technical** Advanced Microsoft Office, Object-Oriented Programming
- **Music** Piano/guitar/vocals performer, with appearances in several live concerts
- **Sports** High school and college varsity basketball starter