

LEADERSHIP PROFILE

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Wael A. Masarweh

Champion of corporate operation, design thinking Technology and innovation

Wael A. Massarweh holds a Ph.D. in Mechanical Engineering from Texas A&M University. Wael has years of extensive experience in both the Academic and the industrial sector. He worked an assistant professor of both mechanical and industrial engineering at The Jordan University of Science and Technology. He also continues to serve on several boards and committees in several Jordanian Universities. His industrial experience involves starting up and transforming several industrial companies in areas related to Aluminum, paper, cables, plastics, specialized vehicles modification and home appliances. As part of his professional engagement, Wael served on a number advising boards for selection and support of startups focused on areas of technology. During his Career, Wael has also advised many industrial companies in areas related to technology, project feasibility analysis, restructuring, productivity improvement and product development and implementation of innovation management systems.

Wael has numerous areas of expertise which include design thinking, strategic planning, operations management, restructuring and business transformation. Technology selection, productivity improvement and product development. He also has deeply rooted expertise in productivity improvement and product development as well as industrial concept to realization projects.

His most notable work can be highlighted in the following projects:

- PETCO Gulf FZE (2018) : Complete business Audit including identifications of gaps and improvement potential. The project included design and assistance in the implementation plan. The project result in improvement of production capabilities, increased sales by 25% and reducing the risks related to market conditions.
- Undisclosed Customer (2019 -ongoing) : Design and implementation of Innovation management system. The objective was to build a system that fits the nature of the business and the DNA of the organization. The project included creating a phased approach that guaranteed smooth change management and deep entrenchments of the concepts.
- Al-Jazeera Paints (2018) , KSA, Operations audit including the development of an implementation and management hiring plan.
- Currently advising on a number of projects including the development of Sector skill Council in Jordan with the clients being the Ministry of Labor and as part of teams managed by Skill Sonic, Switzerland and financed by European Bank of Reconstruction and Development (Jordan)