

## REEM AHMED ALSHEHRI



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### EDUCATION

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Ph.D.	University of North Texas	2025
M.B.A	King Saud University, Riyadh, Saudi Arabia	2010

### LEADERSHIP EXPERIENCE

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**King Saud University, Vice Rector's Consultant** 2018 -2019

**King Saud University, Head of Female Marketing Department** 2015-2017

- Leading the female marketing faculty coordinating with the chairman of the department.
- Qualifying for NCAAA Accreditation for academic programs for the maximum number of years.
- Qualifying for AACSB Accreditation for the College of Business Administration. The process included auditing for all departments and the department of marketing had an outstanding position with no major recommendations.
- Conducting a marketing plan for the department "Marketing Buzz" which attracted triple of the annual prospecting students in the 1<sup>st</sup> year and we maintained the glow.

**King Saud University, Head of Extracurricular Activity Unit** 2014-2015

- Restructuring the unit and supervising 7 student clubs in College of Business Administration.

**King Saud University, Dean's Consultant** 2010-2011

- Being the head of the student affairs unit, forming a team of 6 academic consultants to supervise student affairs specialists among 9 female colleges serving more than 15,000 students.
- *Achieving ISO 9001:2008 - Quality Management Systems*

### ACADEMIC EXPERIENCE:

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**King Saud University, Marketing Lecturer** 2011-current

- Teaching marketing undergraduate courses such as (Strategic Marketing, Integrated Marketing Communication, E-Marketing, International Marketing, Marketing Research)

**Institute of Finance and Banking, Business Instructor** 2010-2012

- Delivering Marketing courses to banks professionals enrolled in the 2 years part time higher diploma.

### SELECTIVE MEMBERSHIP

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- AMA American Marketing Association.
  - SMA, Saudi Management Association.
  - International License for Entrepreneurship (ILFEN).
  - The Springboard Consultancy (The Springboard Women's Development Program)

## SELECTIVE CONSULTATION & TRAINING EXPERIENCE

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**SALAM Project for Cultural Communication**, to promote intercultural communication 2023

**Center of Higher Education Development**, Academic committee to design and teach higher diploma to prepare teachers to teach marketing in high schools. 2022

**Consumer Protection Association, Contest Jury** 2017-2018

- One of 3 Judges who evaluated marketing plans submitted by participants in the national contest for “Best consumer’s awareness campaign”

**King Saud University, Member of QMS team** 2016-2017

- Auditing to maintain the national accreditation NCAAA.

**Tatweer Company for Educational Services Ltd., Consultant** 2015

- The national project to implement business training in grade 4-12 Students -200 Participant representing the 50 regions in Saudi Arabia-

**General Sport Authority, Trainer** 2015

- Conducting a 1-week workshop about Marketing Strategy.

**MAWHIBA (NPO for Giftedness and Creativity), Consultant** 2013

- Mawhiba Summer Young Leadership Program MYLP -2<sup>nd</sup> 3<sup>rd</sup> Batch; in cooperation with **IMD Business School**, Switzerland

## SELECTIVE COMMUNITY SERVICES

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**Regeneron ISEF, Grand Award Judge** 2022

**National Observatory for Women (NOW) , Marketing Executive** 2018

- Conducting a marketing campaign for the launching of NOW to spread the word of the role of Saudi Women. <https://now.ksu.edu.sa/en>.

**National Financial Awareness Campaign (Tawfeer) ,Vice Executive Officer** 2017-2018

- Planning & Marketing for (<http://saving-ksa.com/>),

**Riyadh Municipality, Workshop Facilitator** 2016

Conducting a focus group to discuss “Challenges Facing Saudi Women Entrepreneurs Toward Saudi Vision 2030”

**Riyadh Chamber of Commerce, Speaker** 2013

- Conducting a workshop about the vital rule of Marketing in SMEs for 200+ female entrepreneurs.

## SELCTIVE AWARDS:

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- By Riyadh Governor for the high impact to the community for “Tawfeer” campaign 2018
- One of 10 influencing female figures. “Salam” 2014
- Best Faculty Award for Teaching Effectiveness & Student Engagement. 2015
- Runner-up for the first student research contest 2010

## TECHNICAL SKILLS

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SPSS, Matlab, Google analytics, Sprout Social, Python, R, SAS.