
CURRICULUM VITAE

Dr. Ali Said Akaak

NATIONALITY: OMANI

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PROFILE

Lecturer/Chief Operation Officer/Sustainable Tourism/Business Development/Human Resource/Marketing & Change specialist with a proven track record in academia, tourism, and commerce. Friendly and engaging team player and a leader able to inspire staff to perform their best. Team builder who is acutely attentive to employees' and clients' needs. Punctual problem solver and an avid multitasker. Track record of being an essential part of the management team and instrumental in providing effective solutions that produce immediate impact and contribute to the establishment's long-term success.

EXECUTIVE SUMMARY

A highly efficient, innovative, and methodical academic/operation/human resource/marketing/ and change manager with 15+ years of experience in universities, tourism, and commerce, showing consistent over-performance, internal promotion, and lateral hire.

PROFESSIONAL QUALIFICATIONS & MEMBERSHIPS

Professional Certifications:

- *Innovation of Products and Services: MIT's Approach to Design Thinking*. March 2022, Massachusetts Institute of Technology, MIT Sloan Executive Education, USA
- *Inclusive and Ethical Leadership*. March 2022, University of South Florida (USF), USA
- *Leadership in the Public Sector*. November 2021, United Nations Institute for Training and Research (UNITAR), Switzerland
- *Tourism Management at UNESCO World Heritage Sites*. July 2021, Université Paris 1 Panthéon-Sorbonne, France
- *Crisis Management for Public Officials*. May 2021, United Nations Institute for Training and Research (UNITAR), Switzerland
- *Diversity, Equity and Inclusion in the Workplace*. May 2021, University of South Florida (USF), USA
- *Sustainable Tourism*. April 2021, GSTC (Global Sustainable Tourism Council), USA
- *Cultural Heritage Tourism*. March 2021, The George Washington University School of Business, USA
- *Arts and Heritage Management*. February 2021, SDA Bocconi School of Management, Bocconi University, Italy
- *Post-Crisis Hospitality Management*. December 2020, University of South Florida (USF), USA
- *Strengthening Stakeholder Engagement for the Implementation and Review of the 2030 Agenda*. December 2020, United Nations Institute for Training and Research (UNITAR), Switzerland
- *Leadership and Management in Higher Education Institutions*. November 2011, Maastricht School of Management (MSM), The Netherlands Kingdom.

Other Certifications:

- *Change Management Strategies*. July 2020, Arab Tourism Organization (ATO), Saudi Arabia
- *Sustainability and Quality of Tourism Services*. July 2020, Arab Tourism Organization (ATO), Saudi Arabia
- *Business and Innovation: Creating Positive Change*. 21st, March 2017 at Corsham Campus, Bath Spa University, United Kingdom

- *Training of Trainers (TOT)*. February 2015, Salalah College of Technology (SCT), University of Technology and Applied Sciences (UTAS), Oman
- *Project Management Professional (PMP)*. May 2015, AMIDEAST, Oman.
- *Organizational Leadership and Teamwork*. April 2005, Ajman University, UAE.

Administration Committees:

University of Technology and Applied Sciences (UTAS) (2021):

- Academic Program Review & Development (Tourism Management) Sub-Committee – Member
- Ministry of Heritage and Tourism, Tour Guiding Interview Panel – Academic Member

Salalah College of Technology (2013 - 2016):

- College Self Study: Staff and Staff Support Committee – Chairman
- Department Health and Safety Committee – Chairman
- Department Quality Assurance Committee – Member

Dhofar University (2004- 2013):

- University Strategic Plan – Student Affairs Committee – Member
- Quality Assurance Board (In Charge of Academic Support Services) – Member
- Self-Study: Staff and Staff Support Services Committee – Member
- Self-Study: Governance and Administration – Member
- Self-Study: Teaching and Learning Committee – Member

National College of Science & Technology (2003 - 2004):

- College Promotion Committee – Member

Membership of Societies:

- Bahrain Management Society, Bahrain
- Exeter Omani Society, UK
- Environment Society of Oman (ESO), Oman
- Oman Society for Human Resource Management (OSHRM), Oman
- Omani Student Advisory Council, UK
- Society for Human Resource Management (SHRM), USA
- The Anglo-Omani Society (New Generation Group), UK
- The Tourism Society, UK
- Tourism Management Institute (TMI), UK

ACADEMIC QUALIFICATIONS & MEMBERSHIPS

Ph.D. in Management Studies (Tourism Management)

2016 – 2021

Exeter Business School

University of Exeter (UoE) – United Kingdom

Thesis Topic: The Interrelationship of Tourism Development and Destination Management in the Economic Development of Developing Countries: A Case of the Sultanate of Oman

The Impact Mini-MBA

2021 - 2021

Impact Consulting Academy

London – United Kingdom

The Impact Mini-MBA is a unique Consulting specialized developed by industry experts for the next generation of Consultants and Business Leaders. This Consulting specialized Mini-MBA covers the most important topics across *Strategy, Operations, Marketing & Transformation Consulting*, as well as *Business for Social Impact*.

Master in Management

2009 – 2011

College of Commerce & Business Administration (CCBA)

Dhofar University (DU) – Oman

Dissertation Topic: The Trends of Strategic Planning in Higher Education Institutions (Dhofar University and University of Nizwa)

College of Economics and Political Science (CEPS)
Sultan Qaboos University (SQU) – Oman

CAREER PROGRESSION

University of Technology and Applied Sciences (UTAS)-Salalah, Oman**2021 – Present*****LECTURER OF BUSINESS AND TOURISM MANAGEMENT***

- *Department of Business Administration*
 - Department of 40 faculty and 400 seconded civil servants.
 - Taught Full-Time and Executive Education courses on undergraduate degrees.
 - Member of the Revision Committee of Tourism Programs at the University.
 - Key Responsibilities
 - Deliver learning activities online, distributed or face to face as appropriate, which stimulate and foster student learning.
 - Assess and provide feedback on learning to students.
 - Supervise undergraduate and post-graduate students' research projects/studies.
 - Conduct high-quality research, attract competitive grants and maintain an active record of publications.
 - Contribute significantly to academic service, collegiality and engagement and external community engagement activities relevant to the discipline/profession.

Impact Consulting, London UK**2021-Present*****ENGAGEMENT MANAGER***

- *Voluntary role that provides pro-bono support to non-profit, social enterprise, and start-up organizations.*
- *Joining projects that are located in the MENA region.*
- *The responsibilities of the role include, but are not limited to:*
 - Managing the overall direction of the project.
 - Leading client interactions.
 - Planning and organizing team and client meetings.
 - Project reporting to the Business Development Manager.

University of Exeter, Exeter, UK**2016 – 2021*****DOCTORATE PROGRAM (PHD)***

- *Top 10 UK university, 5-year research program sponsored by Omani Royal Household.*
 - Scholarships created to promote economic development in Oman.
 - Project to create business know-how.
 - Successfully moved from university management/academic teaching and administration in micro-economic/commercial strategy research.
- Represented Government of Oman at World Tourism Market at (Earl's Court) over 3-day event in 2018 and International Tourism Exhibition (Berlin) in 2019.

Global Mining Company L.L.C., Salalah, Oman**April – July 2016*****CONSULTANT***

- *Gypsum Board Company LLC (subsidiary)*
 - Company with a market-leading position in Middle East, Asia & East Africa producing gypsum-based products (e.g., plaster board).
 - Seconded for consulting project to create HR structures, job descriptions, and pay & reward systems for 140 employees.
 - Report approved by the Ministry of Manpower of Oman.
- Approach adopted across Global Mining Company's Middle Eastern operations.

Salalah College of Technology (SCT), Oman**2013 – 2016*****LECTURER OF BUSINESS ADMINISTRATION***

- *Salalah College of Technology, Government of Oman, Civil Service College*
 - Department of 25 faculty and 300 seconded civil servants.
 - Taught Full-Time and Executive Education courses on undergraduate degrees.
 - Became Chair of the Staff and Staff Support Committee (College Accreditation Steering Committees)
 - Became Chair of the Quality Assurance Committee and Health & Safety Committee.
- Won competitive Ph.D. scholarship (Sultan Qaboos Scholarships) to University of Exeter (UK).

LECTURER OF MANAGEMENT

- *Department of Management, Marketing, and Information Systems*
 - Department of 25 faculty and 600 students.
 - Taught Full-Time and Executive Education courses on undergraduate degrees.
 - Become Programme Director, revised program contents, migrated 300 existing students into the enriched program, was selected for the faculty student recruitment panel, delivered a strategy of enlarging the institution by 50%.
- Head-hunted by Salalah College of Technology.

Dhofar University (DU), Salalah, Oman**2009 – 2012****DEPUTY REGISTRAR**

- *Registrar's Office*
 - University relocated to a new campus in 2010, growing to 250 faculty and 1,000 students. Registrar's Department was comprised of Admissions and Registration.
 - Responsibility for Registration, with line-management of 5 staff, delineated functions, establishing Registration Department, and established relationship with union representatives.
 - Improved operational efficiency.
- Promoted to academic post and undertook Master's in Management degree.
- Won a competitive training program in Leadership and Management in Higher Education Institutions (Embassy of Netherlands) to Maastricht School of Management, the Netherlands Kingdom.

Dhofar University (DU), Salalah, Oman**2008 – 2009****INSTRUCTOR OF INFORMATION TECHNOLOGY**

- *College of Arts & Sciences in newly-created university supervised by the American University of Beirut*
 - Taught IT course to 7 groups of 18 under-graduates through 21 contact hours per week on Continuing Education course for departments of Omani Government (e.g., Ministries of Defence and Education and the Royal Household).
 - Developed student integration with extra-curricular activities and designed the College of Commerce & Business Administration website.
 - Exceeded revenue targets, rewarded with bonuses, and asked by the Vice-Chancellor to apply for promotion.
- Promoted to Deputy Registrar and undertook Executive Education courses in Information Systems Management (MIS).

Dhofar University (DU), Salalah, Oman**2004 – 2008****EXECUTIVE PA TO THE DEAN**

- *College of Arts & Sciences in newly-created university supervised by the American University of Beirut*
 - New university had 200 faculty and 400 students.
 - Responsible for advertising roles, c.v. vetting and running the staff recruitment process, ran the Dean's office for 3 months while the Dean was indisposed, caught in a war zone and unable to return to Salalah, travelled to Dubai and Pakistan presenting the University at international trade shows for student recruitment and taught courses in IT and organizational development.
 - My role was extended to cover other departments, and salary increased to the top of the available salary range, gained 99% in performance appraisal.
- Promoted to an academic post.

National College of Science & Technology (NCST), Salalah, Oman**2003 – 2004****SCIENTIFIC DIVISIONS COORDINATOR**

- *Orientation Program Unit & English Language Department*
 - Establishment of new a college comprised of 3 departments (Business, IT and English) with 300 students.
 - Grew initial role in administration through increasing professionalisation of academic culture and operational resources and integrated student activities.
 - Improved organizational culture and student satisfaction and was promoted to the Dean's Office.
- Promoted to Dean's Office – College of Arts and Applied Sciences (CAAS).

Own Business – Salalah, Oman**2001 – 2003****PROPERTY MANAGEMENT**

- *Administration Business*
 - Established a start-up business with 3 employees in a single office premise serving business clients.
 - Required identification of a market niche.
 - Outcome was a successful enterprise.

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- Result was a monthly turnover of 6K OMR.

Sultan Qaboos University (SQU), Muscat, Oman

1996 – 2001

BACHELOR OF SCIENCE (BS). MANAGEMENT

- *Salalah Port Services – 3-month internship*
 - Salalah Port Services was a joint venture between the Government of Oman and A.P. Moller – Maersk A/S responsible for the development of the Port of Salalah, having 600 employees of diverse nationalities with a financial turnover of 2,5M OMR.
 - Project to review causes of employee attrition through interviews with managers and employees to propose solutions through a final report and presentation to executive management.
 - Outcome was improvements to work environment, especially working hours, compensation and employee benefits through centralization of corporate functions, achieving 20% reduction in employee attrition.
- Club Memberships – Sports – (team) basketball, swimming, football, (individual) gym training.

Salalah High School, Salalah, Oman

1994 – 1996

SCHOOL LEAVING CERTIFICATE

- Subjects – Biology, Chemistry, Physics & Mathematics.
- Won scholarship to Sultan Qaboos University (OMAN).

RESEARCH AND PUBLICATIONS

- Akaak, A. (2021). “Duqm Rock Garden: A Hidden Natural”, The 5th Ed. of the series of The Anglo Omani Society, ‘The Governorates’ titled Al Wusta, London, UK.
- Akaak, A. (2016). “The Role of Trade Unions to Enhance the Working Conditions in Private Establishments in Oman,” Business in Dhofar Region: Trends, Opportunities and Challenges Symposium, May 26th, Salalah, Oman.
- Akaak, A. & Prasad, T. S., (2015). The Role of Social Entrepreneurship in Social and Economic Development of Nations Some Evidence from the World. *International Journal of Engineering and Management Research (IJEMR)*, 5(3), 71-77.
- Akaak, A. & Al-Hiti, S. (2013), "Strategic Planning (SP) in Higher Education Institutions – A Filed Study of the Attitudes of the Managers in Omani Universities: Dhofar and Nizwa" *The Journal of Al-Dananeer*, 4, 51-112.

KEY SKILLS AND CHARACTERISTICS

Languages:

- Arabic (native)
- English (fluent /professional working proficiency)

Character Strengths:

Proven performer, strong team focus, adaptable and integrate quickly into a designated role, good interpersonal and communication skills (both written and verbal), contractually astute, objective, enjoy working within multicultural and diverse teams.

ACTIVITIES AND INTERESTS

Interests: Travel, outdoor activities, environmental conservation, theatre, museum, networking to meet dynamic professionals from the tourism industry.

Sports: Swimming, bowling, jogging, sightseeing, hiking, camping.

REFERENCES

Available upon request.