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Speakers

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Allison Zelkowitz

Founder of CUBIC – the Center for Utilizing Behavioral Insights for Children



Allison Zelkowitz is the founder of CUBIC – the Center for Utilizing Behavioral Insights for Children. Launched by Save the Children in Asia in April 2020, CUBIC is the world’s first behavioral science team focusing specifically on the most marginalized children’s rights and welfare. Allison has been working in humanitarian aid and development for over 14 years. She served as Save the Children’s Country Director in Lebanon and Thailand, and has held leadership roles in Pakistan and Indonesia. Allison holds a Master’s of Pacific and International Affairs from the University of California, San Diego, where she specialized in International Development, Nonprofit Management, and Southeast Asia. She graduated from Bowdoin College with a Bachelor’s degree in English and Theater.

Prof. Ivo Vlaev

Professor of Behavioral Science at Warwick Business School, University of Warwick



Prof. Ivo Vlaev, is a Professor of Behavioral Science at Warwick Business School, University of Warwick, and an Advisor for the Covid-19 Behavior Change Unit, NHS England and NHS Improvement. He is also a co-author of the UK Cabinet Office's MINDSPACE report, a framework for designing effective policy utilizing the latest insights from behavioral sciences. Prof. Vlaev has helped a large number public and private organizations apply behavior change principles to alter people's decisions about their health, finances, education, work, and environment. He has a PhD in Experimental Psychology from the University of Oxford.

In behavior change, Prof. Vlaev's research focuses on developing an integrated theory of behavior change which combines principles from psychology and economics. Testing the theory involves developing and evaluating behavior change interventions in various domains such as health, finances, education, work, and environment. He also investigates innovative methods for developing and evaluating behavior change interventions in health (professional practice such as safety and quality of care; patient behaviors such as medication adherence; and lifestyle risk factors such as diet and physical activity) and finance (motivating customers to manage their money more effectively; effective design of financial products).

Dr. Chiara Varazzani

Lead Behavioral Scientist at the Organisation for Economic Cooperation and Development (OECD)



Dr. Chiara Varazzani is the Lead Behavioral Scientist at the Organisation for Economic Cooperation and Development (OECD). Dr. Varazzani also serves as a member of the Technical Advisory Group on Behavioural Insights for the World Health Organization (WHO) and she is Adjunct Research Fellow at Monash University. Prior to this, Dr. Varazzani held several positions in government. She was the Principal Advisor of the Behavioural Insights Unit of the Victorian Government in Australia, Executive Advisor in Behavioural Economics to the Australian Federal Government and Research Fellow at the Behavioural Insights Team in London. Over the years, Dr. Varazzani has set up and led units of behavioral scientists in government, designed behavior change interventions and experiments, and shaped communications across different policy areas, including health, education, financial decision-making, energy and international development. She holds a PhD in Behavioural Neuroscience from Sorbonne University, a MSc from the School for Advanced Studies in Social Sciences and a MSc in Cognitive Sciences from the École Normale Supérieure.

Prof. Umar Taj

Associate Professor in Behavioral Science at Warwick Business School, University of Warwick



Prof. Umar Taj is an Associate Professor in Behavioral Science at Warwick Business School and an Executive Teaching Fellow in Behavioral Decision Science at London School of Economics and Political Science. His interest lies in helping public and private institutions apply the latest insights from behavioral economics and neuroscience to improve decision making. His current projects span the domains of tech, health, finance, security, politics and education. Umar is the founder of Nudgeathon™ - a crowd-sourcing platform in which diverse teams of stakeholders come together to find behavioral solutions to social problems. He delivers regular training and facilitation workshops and has provided his service to over 50 global institutions.

Prof. Cass Sunstein

Robert Walmsley University Professor at Harvard Law School



Prof. Cass Sunstein is currently the Robert Walmsley University Professor at Harvard Law School. He is the founder and director of the Program on Behavioural Economics and Public Policy at Harvard Law School. In 2018, he received the Holberg Prize for the government of Norway, sometimes described as the equivalent of the Nobel Prize for the Law and the humanities. In 2020, the World Health Organization appointed him as Chair of its technical advisory group on Behavioural Insights and Sciences for Health. He has testified before congressional committees on many subjects, and he has advised officials at the United Nations, the European Commission, the World Bank, and many nations on issues of law and public policy. He serves as an adviser to the Behavioural Insights Team in the United Kingdom. Prof. Sunstein is author of hundreds of articles and dozens of books.

Prof. Dilip Soman

Canada Research Chair in Behavioural Sciences and Economics at the University of Toronto's Rotman School of Management



Prof. Dilip Soman is a Canada Research Chair in Behavioural Sciences and Economics at the University of Toronto's Rotman School of Management. He serves as the director of the university's Behavioural Economics in Action research centre, and the project director of the Canadian federal government funded partnership "Behaviourally Informed Organizations." Prof. Soman has degrees in engineering (Bombay), business (IIM) and behavioural science (Chicago). His research is in the area of behavioural science and its applications to wellbeing. He is the author / co-author of five books, including *The Last Mile* and *Innovating for the Global South* (with Joseph Wong and Janice Stein). He has published over 100 articles, book chapters and essays. He also teaches a massive open online course (BE101x: Behavioural Economics in Action) that has served as a springboard for many behavioural scientists and practitioners. Prof. Soman has previously served on the faculty of the University of Colorado (USA) and the Hong Kong University of Science and Technology (Hong Kong), and has been a distinguished visitor at the National University of Singapore and the University of Chicago. He also served in the Canadian Government's Privy Council Office (Cabinet Office) and continues to serve as an advisor to its Impact Canada initiative, as well as on the national research committee of the Financial Consumer Agency of Canada. His other interests include travel, cricket, Star Trek and procrastination.

Dr. Mareike Schomerus

Vice President of Busara Center for Behavioral Economics



Dr. Mareike Schomerus is Vice President of Busara Center for Behavioral Economics, a Nairobi-based nonprofit advancing and applying behavioral science in the Global South. Her work focuses on situations of violent conflict, including conflict resolution and behavior and decision-making in conflict-affected situations, media and information in political contestation, armed groups and civilian-military relations. A former broadcast journalist, she has worked in Africa and Asia, with a particular focus on South Sudan. She previously served as Director of Programme Politics and Governance at the Overseas Development Institute and is the Research Director of the Secure Livelihoods Research Consortium. Dr. Schomerus holds a PhD in International Development from the London School of Economics and Political Science. Her next book is *The Lord's Resistance Army: Violence and Peacemaking in Africa* (2021, Cambridge University Press).

Paola Schietekat Sedas

Senior Behavioral Scientist at B4Development



Paola is a Senior Behavioral Scientist at B4Development, the behavioral insights unit of the Supreme Committee for Delivery and Legacy in Qatar. As a gender specialist, she has worked as an adviser for gender equality at the Federal Congress in Mexico and as a consultant and analyst at the Embassy of Mexico in Kuwait. Paola holds a Masters in Public Policy from Oxford University and a B.A. in International Relations with a minor in Anthropology from the American University of Kuwait.

Nabil Saleh

VP of Strategy at Nudge Lebanon and the manager of the Consumer Citizen Lab



Nabil is a VP of Strategy at Nudge Lebanon. Nabil has 5+ years of experience in the applied field of nudging and behavioural insights around the region. His recent work has focused on increasing financial inclusion amongst vulnerable populations, preventing violent extremism through addressing vulnerability to online extremist recruitment, and integrating the use of behavioral insights within organizational settings. Nabil has been involved in more than 30 behavioural interventions and Randomized Controlled Trials (RCTs) in various policy areas including financial inclusion, health, education, workers' welfare, compliance & the rule of law, environment and sustainability, among others. In addition, He has also been involved in three pioneering behavioural economics courses delivered around the region. Nabil holds an MSc in Behavioural Science from the London School of Economics as well as a Bachelor's of Engineering from the American University of Beirut.

Dr. Neela Saldanha

Applied Behavioral Scientist



Dr. Neela Saldanha is an applied behavioral scientist who works at the intersection of behavioral science, poverty alleviation and effective altruism. She consults with organizations such as the Busa Center for Behavioral Economics and Surgo Foundation and is a Board Member at The Life You Can Save, the organization co-founded by Peter Singer to advocate for effective giving. Previously, Dr. Saldanha was the Founding Director of the Centre for Social and Behaviour Change (CSBC) at Ashoka University, India. She complements her social sector experience with deep private sector expertise: over 15 years, she has led teams in strategy consulting, customer insight, branding, innovation and behavioral science in leading multinationals such as Nestle, Unilever, PepsiCo and Accenture in India and the US (in global teams). Dr. Saldanha has a PhD in Marketing from The Wharton School, University of Pennsylvania and an MBA from IIM Calcutta, India.

Nika Saeedi

Team Leader a.i., Prevention of Violent Extremism (PVE)



Nika Saeedi is currently the Team Leader for Prevention of Violent Extremism (PVE) at UNDP. Within this role, she has helped transform efforts to address violent extremism by spearheading a global human rights-based development approach, as opposed to one purely securitised. She has also led innovative efforts to harness the use of BI to improve the reach and impact of PVE programming. Saeedi has over 20 years of managerial and technical leadership experience for sustainable development, including extensive experience across the UN, acting as a policy and programme specialist across Governance and Peacebuilding, Conflict Prevention and Recovery, Rule of Law, Justice and Security, Early Recovery and Gender. Within this time, she has contributed to a vast array of policy and programming guidance publications, one of which is the upcoming guidance on the use of BI for PVE, formulated in order to spread the lessons learned from UNDP experiences.

Dr. Jon Roozenbeek

Postdoctoral Researcher, Department of Psychology, University of Cambridge



Dr. Jon Roozenbeek is a postdoctoral researcher at the Department of Psychology at the University of Cambridge. His PhD dissertation (2020) focused on media narratives in conflict zones, primarily eastern Ukraine. In his postdoctoral research, his attention has shifted towards online misinformation and developing psychological “vaccines” against manipulation techniques commonly used to promote vaccine hesitancy, fuel intergroup polarisation, and recruit vulnerable individuals into extremist organisations.

Meghann Perez

Senior Associate at ideas42



Meghann Perez is a Senior Associate at ideas42. Prior to joining ideas42, Meghann worked at USAID's Office of U.S. Foreign Disaster Assistance, where she served on disaster response teams that provided humanitarian assistance in the Democratic Republic of Congo, Iraq, South Sudan, and Syria. She has several years of additional experience working with UN agencies and NGOs on development and forced migration issues in sub-Saharan Africa. Meghann holds a Master of International Affairs from Columbia University's School of International and Public Affairs and earned a BA in history and international studies from Northwestern University. As a former concert photographer that predates her international work, in another life Meghann would have become a sound engineer.

Dr. Ali Osseiran

VP of Academic Affairs at Nudge Lebanon



Dr. Ali is a behavioural scientist with 10+ years of experience in research methods, experimental design and data analysis, both in academia and industry. He is an expert in designing, implementing and evaluating nudges in health, education and financial inclusion.

He is currently the VP of Academic Affairs at Nudge Lebanon. He is responsible for the overall implementation and execution of the projects procured by the organization. His latest work included designing and implementing nudges to increase the uptake of vaccination and mental health services among vulnerable populations, as well as increase the access to and use of formal savings products among unbanked women in marginalized areas. Dr. Osseiran is a former consultant for several UK-based institutions such as the Design Council in London, the Coventry Building Society and the Financial Conduct Authority. Prior to that, he spent 4 years at Macquarie Bank in the United Arab Emirates where he advised government entities and private sector companies on structuring, financing and implementing projects in the infrastructure, healthcare, utilities and telecom sectors. He has a PhD in Behavioural Science from Warwick Business School, an MSc in Behavioural and Economic Science from the University of Warwick, an MSc in Finance from Warwick Business School, and a BBA from the American University of Beirut.

Faisal Naru

Head of Strategic Management and Coordination in the Executive Director's office at the OECD; Member of the Board of Trustees at Nudge Lebanon



Faisal Naru is the Head of Strategic Management and Coordination of the OECD's Executive Director. He has extensive experience in the public and private sector working with and in leadership teams to deliver strategic objectives and manage organisations. At the OECD, he founded the OECD work on Behavioural Insights including the landmark publication "Behavioural Insights in Public Policy". He established the OECD Network of Economic Regulators which works with CEOs and Commissioners of agencies to define a "world class regulator", to be independent body and protect from undue influence and enhance organisational performance and culture. He also led multi-lateral work in Africa, Asia and MENA. Faisal is a former member of the UK Government's Cabinet Office. He then Headed the Governance Practice and was on the Leadership Board for a global development consultancy working in Asia, Middle East, Africa and Europe on public sector change and performance improvement. He then was Chief Advisor to the Government of Viet Nam on economic and regulatory reforms. He graduated from the University of Oxford.

Hani Nabeel

Chief Behavioural Scientist



Hani Nabeel is the Chief Behavioural Scientist at iPsychTe. He is the architect and founder of the award winning and ground-breaking CultureScope behavioural analytics platform for scientifically measuring and embedding organisation's desired culture using predictive analytics and actionable insights. Hani's work combines the best elements of scientific and applied research with a focus on Organisational Culture by providing ground-breaking diagnostics, delivering advanced predictive analytics and producing actionable business insights to help organisations achieve sustainable competitive advantage. Hani recently deployed behavioural analytics as the first line of defence for financial crime for a global bank across 71 countries. Hani has over 20 years of experience delivering Leadership & Talent Management Consulting services as well as quantitative behavioural research. Hani also has an MSc in Occupational Psychology, an MSc in Advanced Research Methods, a BSc in Physics and holds a commercial pilot license. Hani is a regular guest at organisational culture and data analytics events such as the Wharton and Tucana People Analytics conferences. Hani is also a frequent contributor to the UK Finance Academy & Forums. Hani is also a lecturer and a talent development consultant for a number of corporate universities.

Ali Muntasir

Head of Experimentation / Youth Focal Point at UNDP



Ali brings six years of UNDP experience as PAVE Officer, Youth Focal Point, and Head of Experimentation wherein he designed youth activities for combatting violent extremism, leveraging behavioral insights and launching youth breathing spaces to prevent violent extremism (BI4PVE). He implemented and facilitated UNDP MENA region's Youth Leadership Programme in Sudan for five years where he trained and designed innovative social entrepreneurship initiatives, and advocated for youth public policy and youth participation in peacebuilding processes. Ali's Current role as Head of Experimentation in the Accelerator Lab is to accelerate learning through experimenting on innovative solutions. Ali has experience in peacebuilding, conflict resolution and launched the peace innovation lab in Sudan. He is part of the advisory board for development of Youth Public Policy in Sudan. He also designed and managed the Raik Shino online gaming platform to have more youth engagement in civic participation and linkages to policy makers.

H.E. Dr. Khaled Mahdi

Secretary-General of the Supreme Council for Planning and Development in Kuwait and the program director of the Country Plan Action Program of UNDP in Kuwait



Dr. Khaled Mahdi is the Secretary-General of the Supreme Council for Planning and Development in Kuwait and the program director of the Country Plan Action Program of UNDP in Kuwait. He is a member in several government boards and high-level committees, such as the Public Authority for Industries, and Kuwait Institute for Scientific Researches. He has established four centres that work on public policy making and research development such as the Kuwait Public Policy Centre (KPPC) and the Public Policy Evaluation Laboratory (KPAL).

Dr. Mahdi is a graduate of University of Toronto and holds a PhD degree from Northwestern University both in Chemical Engineering, besides being a Certified Consultant Engineer CEng, Project Management Professional PMP and PRINCE2 as well as a certified GCC Arbitrator. He is a member in several local and international organizations. He was also an Associate Professor in the College of Engineering and Petroleum at Kuwait University where he taught 30 different engineering and management courses, received the best teaching award, co-authored more than 65 publications in different fields and cofounded SYNERGY, complex system research group. Dr. Mahdi serves as an Advisor for Kuwait University strategic office and the Minister of Planning and Development Affairs office.

Ammaarah Martinus

Director of Policy, Research and Analysis at the Western Cape Government in South Africa



Ammaarah Martinus is currently the Director of Policy, Research and Analysis at the Western Cape Government in South Africa. There, she leads the behavioural insights portfolio (BI4GOV) and has done extensive work in implementing and evaluating behaviourally informed programmes and interventions within government, with the view to scale. Her recent work includes scaling a Growth Mindset pilot to schools in the Province and implementing a behaviourally informed smart water meter project during the recent water crisis in Cape Town. In her current role, she focuses on managing and implementing strategic programmes in the social sector in the Western Cape, as well as innovative research and policy development.

Dr. Fadi Makki

Advisor to the Secretary General for the Supreme Committee for Delivery and Legacy;
Head of B4Development and Founder of Nudge Lebanon



Dr. Fadi Makki is the advisor to the Secretary General for the Supreme Committee for Delivery and Legacy; Head of B4Development (formerly known as QBIU) and Founder of Nudge Lebanon. He has led a large number of experiments across a variety of public policy areas, such as health, education, sustainability, workers' welfare, social and financial cohesion, and compliance and rule of law. Dr. Makki has more than 20 years of experience in public sector reform, strategy consulting, financial markets regulation, behavioural economics and trade policy as well as organizational restructuring. He served as Director General of the Lebanese Ministry of Economy and Trade, as an Advisor to the Prime Minister and as a member of the Central Council of the Banque Du Liban. He also acted as chief negotiator for Lebanon's accession into the World Trade Organization (WTO) and several trade agreements, including the European Free Trade Agreement (EFTA) and the Arab trade in services agreement. He also worked as a Director/General Manager at Cisco Qatar as well as a Principal and Director at Booz & Company. In addition, he served as an Advisor to the Ministry of Finance, Economy and Trade in Qatar and the Qatar National Food Security Program. Prior to that, he worked at the Islamic Development Bank, the WTO and ABN AMRO Bank. Dr. Makki is Senior Fellow at Georgetown University in Qatar co-leading the TradeLab Qatar project, and Senior Public Policy Fellow at AUB's Issam Fares Institute of Public Policy. He holds a PhD from Cambridge University, Master degrees from the London School of Economics and Hull University, BA from the American University of Beirut and LLB from the Lebanese University.

Prof. Dario Krpan

Assistant Professor at London School of Economics and Political Science



Prof. Dario Krpan is an Assistant Professor in Behavioural Science at LSE. He is a proponent of multidisciplinary research and is interested in combining methodologies and theoretical approaches from sciences such as economics and physics with psychology to discover the most effective ways of changing human behavior and measuring the behavioral change. He is a published author in top psychology journals, such as the Journal of Personality and Social Psychology. His main research interest lies in uncovering how the human body and various contextual forces can be used to influence and predict human motivation and eventually behavior. He holds a MPhil and PhD from the University of Cambridge and an undergraduate degree from Webster University Vienna.

Jana Kontar

Senior Behavioral Scientist, B4Development



Jana Kontar is a Senior Behavioral Scientist at B4Development. Jana directed on the design and implementation of several behavioral interventions and randomized controlled trials. She led a wide range of projects pertaining to various policy challenges in Lebanon and the Arab region with a focus on data analytics and evaluation techniques. Jana has broad experience in policy research with a substantial background in data analysis and statistical modelling. She has previously held a research assistantship position for two consecutive years at the American University of Beirut where she worked on several research projects in the fields of behavioural economics, development economics, education economics, family economics and applied econometrics. Jana holds an MA in Economics and BA in Economics, both from the American University of Beirut (AUB).

Dr. Chaning Jang

CEO and a Co-Founder of Busara Center for Behavioral Economics



Dr. Chaning Jang is the CEO and a co-founder of Busara Center for Behavioral Economics, a Nairobi-based nonprofit advancing and applying behavioral science in the Global South. Busara partners with governments, foundations, companies, and NGOs to use behavioral and data science in pursuit of poverty alleviation and works widely across Africa and South Asia. Dr. Jang completed a Postdoc in Psychology and Public Affairs at Princeton University and holds a PhD in Economics with specialization in Behavioral Economics and Development from the University of Hawai'i and a bachelors in Managerial Economics from the University of California, Davis.

Maha Haidar-Makki

Co-Founder of Nudge Lebanon



Maha Haidar-Makki is co-founder of Nudge Lebanon. She is currently the Director of the Mastercard Foundation Scholars Program at the American University of Beirut. Maha has extensive experience in several school and university settings in Lebanon and the Arab countries where she had teaching, administrative, as well as advisory roles. Her academic background spans health sciences, education, and management. She holds a BS in Environmental Health, a Teaching Diploma and an MA in Science Education from the American University of Beirut. She also holds an MBA from the Ecole Supérieure des Affaires. Maha serves on the board of The Assad Diab Cultural Foundation and is also co-founder of Teach A Child, an NGO that strives to ensure that every child in Lebanon is given an education and the opportunity to prosper.

Prof. Lori Foster

Professor of Industrial-Organizational Psychology, North Carolina State University; Former Member of the White House Social & Behavioral Sciences Team (SBST)



Prof. Lori Foster is a Professor of Industrial-Organizational Psychology, North Carolina State University, where she leads the 4D Lab devoted to research at the intersection of work, psychology, technology, and development. Dr. Foster is currently the incoming president-elect of the IAAP, International Association of Applied Psychology. She is also a University Faculty Scholar at North Carolina State University, and recently completed a two-year (2014-2016) full-time Fellowship in Washington with the White House Social and Behavioral Sciences Team, as well as an assignment as Behavioural Sciences Advisor to the United Nations (2016). Prior to her career in academia, Professor Foster worked for Personnel Decisions Research Institutes. She earned her Ph.D. in Industrial-Organizational (I-O) psychology in 1999. Professor Foster's areas of research and practice expertise include behavioral insights, humanitarian work psychology, workforce development, computer-mediated work behavior, and organizational survey design and analysis. Her current efforts focus on how these areas and other aspects of I-O psychology can be used to enrich and improve work carried out for the purpose of addressing the most pressing economic, social, and environmental challenges facing our world today.

Prof. Mohamed El-Komi

Associate Professor of Economics and Director of BEDMLab (Behavioral and Economic Decision-Making Lab), the American University in Cairo



Prof. Mohamed El-Komi is Associate Professor of Economics at the American University in Cairo. He was also Assistant Professor of Finance and Economics at Durham University, UK, Adjunct Professor of Economics at the University of Texas-Dallas and visiting scholar at James Baker III Institute for Public Policy at Rice University. His main areas of research are behavioral/experimental economics and Islamic finance. He was the Deputy Director of the Center for Behavioral Economics and Finance at Durham University. And he is now the Director and founder of the Behavioral and Economic Decision-Making Lab (BEDMLab) at AUC. Mohamed organized several conferences on Islamic finance, behavioral economics and experimental economics and has been the initiator and guest editor of JEBO's special issues on Islamic finance. Mohamed's public service career includes being a diplomat until he became minister plenipotentiary. Mohamed has MA from Warwick University, MSc and Ph.D. from the University of Texas-Dallas.

Nasser Al khori

Director of Programmes – Generation Amazing, Supreme Committee for Delivery & Legacy (SC)



Nasser Al Khori is leading the local and international programmes division of Generation Amazing, which is a legacy programme of the SC. Al Khori comes with an extensive experience of working in Qatar's not-for-profit industry. He was previously leading the Doha Debates team and also served as the head of Qatar Foundation's Partnership and Strategic Initiatives. He has also worked with Qatar Foundation International and United Nations. At Generation Amazing his role is to devise strategies and oversee implementation of using football for development initiatives across the target countries. Al Khori comes with strong intercultural communication and analytical skills. He is currently pursuing his Master in Business Administration from University College London and holds a Bachelor in Science Degree from Carnegie Mellon University.

Prof. Grant Donnelly

Assistant professor of marketing at The Ohio State University and core faculty of the Sustainability Institute



Prof. Grant Donnelly is an assistant professor of marketing at The Ohio State University and core faculty of the Sustainability Institute, an interdisciplinary group of research scientists conducting research to combat climate change and promote sustainable behavior. He conducts field and laboratory experiments looking to improve consumer decision-making, resulting in improved financial, physical and environmental health. In addition to research, he teaches Sustainability Marketing for the undergraduate and MBA curriculum. He graduated from Harvard Business School with a DBA in 2018.

Jennifer Colville

Innovation Team Lead, Arab States, United Nations Development Programme



Jennifer manages UNDP’s Innovation portfolio for the Arab States region, covering 17 countries from the Gulf to the Maghreb. She manages regional activities to introduce new and alternative approaches to development and support systems transformation, such as behavioral insights, data innovation, and futures thinking. She supports colleagues and partners in continuous scanning of the horizon for fresh thinking to reframe development challenges, prototyping to quickly and inexpensively figure out what works and what does not, and “working out loud” to share successes and hard-won lessons learned. Prior to this position, Jennifer was a global development policy advisor with UNDP, focusing on institutional effectiveness and capacity development. Before joining the UN system, Jennifer worked for many years in the private sector as a management consultant with Accenture and Burson-Marsteller. Jennifer earned a Bachelor of Arts from Yale University and a Masters of Business Administration from Kellogg School of Management (Northwestern University).

Dr. Rabih El Chammay

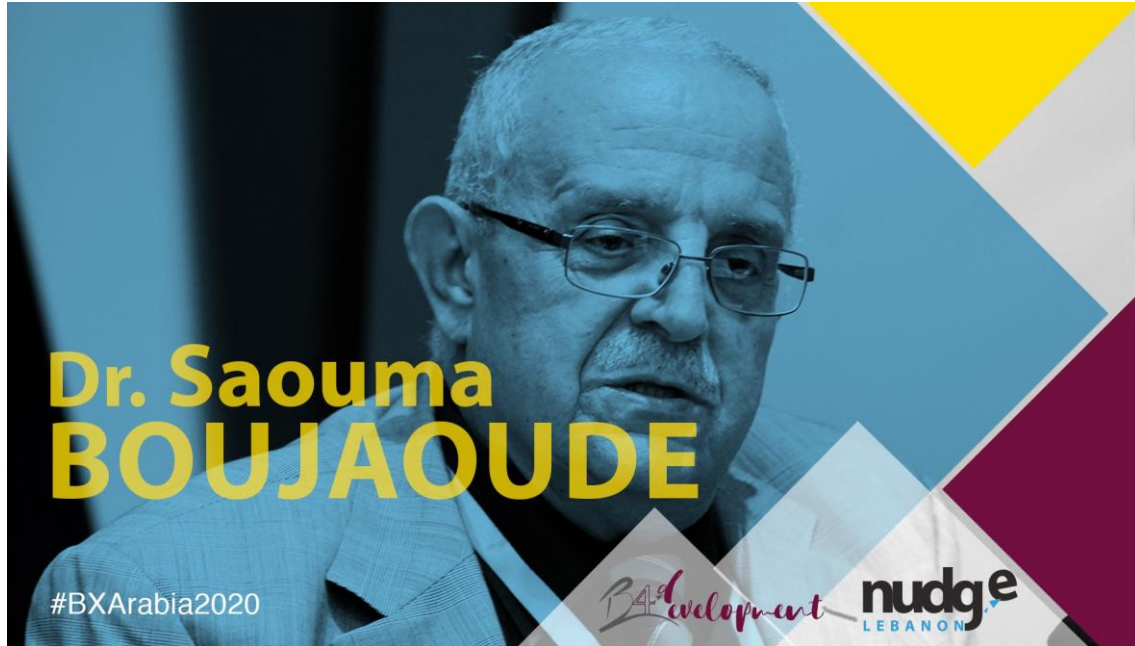
Head of the National Mental Health Programme at the Ministry of Public Health in Lebanon



Dr. Rabih El Chammay is a psychiatrist and currently the head of the National Mental Health Programme at the Ministry of Public Health in Lebanon. After founding the programme, he led the development of the first National Mental Health and Substance Use Strategy 2015-2020 aiming at reforming the Mental Health System in Lebanon towards community-based mental health services inline with Human rights and latest evidence that is currently under implementation. He is a member of the Department of Psychiatry at the faculty of Medicine at Saint Joseph University in Beirut. He has been working in Public mental health, Refugee mental health and health system strengthening for more than 10 years. He has been working on these topics in the MENA region as well as on the international level with various agencies such as WHO, UNHCR, UNICEF, IMC and many other NGOs.

Dr. Saouma BouJaoude

Associate Dean of the Faculty of Arts and Sciences at the American University of Beirut; Member of the Board of Trustees at Nudge Lebanon



Dr. Saouma BouJaoude is the associate dean of the Faculty of Arts and Sciences at the American University of Beirut (AUB). He is the director of the Center for Teaching and Learning, a board member of the International Society of Educational Research (ISER), and an executive committee member of the Supreme Education Council in Qatar. He is also a professor of science education at AUB. He holds a PhD and a Master in Education, Curriculum, and Instruction from the University of Cincinnati.

Ahmad Baasiri

VP of Communications at Nudge Lebanon



Ahmad is the VP of Communication with experience in applying behavioral insights in education and financial inclusion sectors. Ahmad is passionate about leveraging behavioral science concepts to design measurable and impactful behavioral interventions in cost-effective and scalable ways, and promoting the importance of evidence driven policy making & instilling a culture of experimentation in Lebanon and the Arab region. Prior to joining Nudge Lebanon, he worked with the financial inclusion committee at Banque Du Liban. Ahmad has an MA in Middle Eastern Studies and Secondary Education, and is currently pursuing an MSc in Behavioral Science at the London School of Economics.

Hamoud Almahmoud

Editor-in-Chief of Harvard Business Review Arabia and Group Editor in Chief of Aliqtisadi.com



Hamoud Almahmoud is the Editor in Chief of Harvard Business Review Arabia and Group Editor in Chief of Aliqtisadi.com. He is a professional media trainer, and a frequent speaker at regional and international conferences in business and media, and he served as a judge of the Dubai-based Arab Journalism Awards. He was the Managing Editor at Arab Reporters for Investigative Journalism in Jordan, and a regional researcher with Organized Crime and Corruption Reporting Project (OCCRP) in the MENA region. He was also regional supervisor at the cross border reporting with Fojo Media Institute, Sweden, and regional correspondent of Hate Speech International, Norway. Hamoud holds an MA in media and communications, and an advanced diploma in management. He is a member of the International Federation of Journalists, and has completed fellowships at North Western University, and the International Monetary Fund.

Saud Alrakhayes

Behavioural Science and Social Marketing Practitioner



Saud Alrakhayes is a behavioural science and social marketing practitioner working on various projects in the Middle East for the past 7 years. Saud is currently a short term consultant with the World Bank working with the eMBeD unit (Mind, Behaviour, and Development Unit) working as a Communication Strategist for the National Job Strategy. Saud founded The Behaviour Change, a Strategy House working on campaigns and interventions for various social issues in the Gulf region (Health, Environment, Road Safety and financial education). Saud was a planning engineer in the oil & gas sector before attaining a Master's degrees in Business Administration and Marketing from Melbourne Business School in Australia. Saud has spent the past eight years spreading the knowledge of social marketing to the Arab World.

May Al Jaber

Organisational Effectiveness Director at Qatar Foundation



May is the Organisational Effectiveness Director at Qatar Foundation bringing behavioural insights into the organisation to help promote employee engagement, leverage people analytics and enhance policy to ensure effective performance across the organisation. Prior to this role May spent her career in different areas within the non-profit sector in Qatar, working in marketing and communication, education and community engagement as well as managing organisational behaviour and change management projects. Her particular areas of interest are applications of behavioural insights in organisations, in areas of diversity and inclusion, and corporate culture. She is also interested in application of behavioural insights in public policy in the context of gender equality and education. May holds an MSc in International Business from Birkbeck, University of London, MSc Behavioural Science from LSE and is currently working towards a PhD in Behavioural Science with a focus on behavioural gender biases at work, at Warwick Business School.

Dr. Munther Al Busaidi

Project Manager, Behavioural Economics Units (BEU) at the Ministry of Economy in Oman-



Dr. Munther Albusaidi is the Project Manager for the newly established Behavioural Economics Units (BEU) at the Ministry of Economy. The unit's mission is to apply behavioural economics to support better policy design and implementation to promote the wellbeing of Omani Society. Dr. Albusaidi has taken different roles prior to this post including being an academic faculty member at the College of Economics & Political Science at Sultan Qaboos University. During his time at the college, he took the post of the Assistant Dean for Training and Community Service which involved building ties with the public and private sectors through joint projects and initiatives. He is also one of the founding partners for The Firm for Business & Economic Consulting specializing in general management consultancies and capacity building. Dr. Albusaidi earned his PhD from the University of Melbourne – Australia and his Master from the University of Illinois in the United States.

Prof. Rima Afifi

Professor in the Department of Community and Behavioral Health, College of Public Health, University of Iowa



Prof. Rima Afifi is a professor in the Department of Community and Behavioral Health, College of Public Health, University of Iowa. She engages in public health education, research and practice with intent to advance health equity and social justice. From this broad lens, she interrogates systems of oppression and othering that occurs at socio-ecological levels. Prof. Afifi applies the principles and methods of Community-Based Participatory Research, and frameworks and tools of intervention and implementation science. Her passion is to work with adolescents and young adults to craft environments conducive to their wellbeing. She is particularly interested in contexts of uncertainty, displacement or migration. A secondary area of research emphasis has been tobacco control, and particularly alternative tobacco products including arghile/waterpipe and e-cigarettes.