

Faisal *Naru*



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## Faisal NARU

*Executive Director, Policy  
Innovation Centre at the  
Nigerian Economic Summit  
Group, with Rockefeller  
Philanthropy Advisors.*

Faisal Naru has extensive experience in the public and private sector working with and in leadership teams to deliver strategic objectives and manage organisations. He serves on a number of International Committees and advises a number of governments and public bodies.

Since 2012, Faisal was at the OECD where 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 and the ASEAN - OECD Good Regulatory Practice Network as well as being responsible for a number of OECD publications and guidelines. Faisal Naru was most recently the Head of Strategic Management and Coordination or “Chief of Staff” for the OECD’s Executive Director including mainstreaming behavioural approaches into management.

He 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.

Prof. Ivo Vlaev

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## 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 a member of NIHR Policy Research Unit in Behavioural Science which informs UK government policy on health, preventing ill-health and health systems. 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. Fadi *Makki*

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## Dr. Fadi MAKKI

*Director, B4Development &  
Founder, 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.



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Nabil *Saleh*

**Nabil SALEH**

*Vice President Strategy, Nudge Lebanon & Senior Visiting Fellow, B4Development*

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.





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Allison  
*Zelkowitz*

**Allison  
ZELKOWITZ**

*Director of the Center for  
Utilizing Behavioral Insights  
for Children, Save the Children  
International*

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 15 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.



Dr. Ahmed

AlZahrani

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## Dr. Ahmed ALZHRANI

*Minister Deputy and Chair of  
G20 Riyadh Behavioural  
Insight center.*

*Ministry of Human Resource  
and Social Development.*

Ahmed has over 25 years of experience in the public sector serving various roles in the domain of policy, research, academia, advisory and administrative positions. He joined the Institute of Public administration as a faculty member in 1996 where he served many roles at IPA ranging from key administrative roles to academics posts. He has also worked with several government organizations in key positions such as Economic and Finance Dept Head and also served as the Director of Business center where he was responsible to innovate, develop and commercialize IPA intellectual services. Also was Director General Deputy for Fund National Labor Observatory at the Human resource Development where he was responsible for analytics, data and reporting on labor market matters. In His capacity as NLO Director he managed the research program with Harvard Epode center where 25 research projects were conducted utilizing Behavioral Insight policy. He then moved to work as a senior advisor for strategy and research for the Capital Market Authority, CMA

More recently, he served as the Labor deputy minister for labor Matter at the Human Resource and social Development Ministry. In 2020, he assumes the role as Chair of the G20 Employment Group and Deputy for Skill and Training where he lead the initiative of establishing the G20 behavioral Insight Network and Riyadh center

Ahmed holds PhD in Economics and Finance from Brunel University–London. He has research interests and publications in public policy and Labour, behavioral economy and financial markets. He has written two research paper in behavioral economics and policy. also translated Inside the Nudge Unit to Arabic.

He recently was awarded King Abdulaziz Order (second degree) for his national achievements.



Atif  
Rehman

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**Atif  
REHMAN**

*Secretary Finance Government  
of Khyber Pakhtunkhwa,  
Co-Chair of the Advisory  
Committee of the Mindlab*

Atif Rehman is an officer of the Pakistan Administrative Services, serving as the Secretary, Finance Department, Government of Khyber Pakhtunkhwa. He is the Co-Chair of the Advisory Committee of the MindLab, a Behavioural Insights Unit (BIU) for Tax Policy, Reforms, and Strategic Communication, established in the Finance Department, Government of Khyber Pakhtunkhwa.

A civil servant, Mr. Rehman holds Bachelor of Engineering (Civil) from University of Engineering & Technology, Peshawar. In over 20 years of public service, he has remained on different administrative positions and has attended various national courses. He also currently serves on the boards of the Bank of Khyber, the Khyber Pakhtunkhwa Oil & Gas Company Ltd., and Edwardes College Peshawar.

Twitter: @FinanceKPGovt




 Prof. Mohamed

El-Komi

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## Prof. Mohamed EL KOMI

*Director, the Behavioral  
Economics Decision Making  
Lab - BEDMLab, American  
University of 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



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**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 the flagship legacy programme of the Supreme Committee for Delivery and Legacy. Al Khori comes with an extensive experience of working in Qatar’s not-for-profit industry. He was previously leading the relaunch of Doha Debates and also served as the head at Qatar Foundation in Partnership and Strategic Initiatives. He has also worked with Qatar Foundation International and United Nations Climate Change Conference (COP18). At Generation Amazing his role is to devise strategies and oversee implementation of using football for development initiatives locally, regionally and globally. Al Khori comes with strong intercultural communication and analytical skills. He is currently pursuing his MBA from University College London and holds a Bachelor in Science Degree from Carnegie Mellon University.

Twitter: @Alkhori and @ga4good  
IG: Al\_khori and GA4good



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Saud  
*Alrakhayes*

**Saud**  
**ALRAKHAYES**

*Founder, Senior Behavioral Strategist, The Behavior Change, Kuwait*

Saud Alrakhayes is a behavioural science and social marketing practitioner working on various projects in the Middle East for the past 8 years. Saud is currently a communication consultant with the World Bank working with the eMBed unit (Mind, Behaviour, and Development Unit). Saud founded The Behaviour Change, a Strategy House working on campaigns and interventions for various social issues in the Middle East (Health, Environment, Road Safety ,financial education, and Parental Behaviour). Saud is a board member at the International Social Marketing Association. He attained his 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 & Behavioral Science to the Arab World.





Dr. Tim  
*Chadborn*

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**Dr. Tim**  
**CHADBORN**

*Consultant, WHO HQ*  
*Behavioural Insights*

Dr Tim Chadborn is a consultant to the World Health Organisation Headquarters for Behavioural Insights and was previously a member of the WHO Technical Advisory Group for Behavioural Insight and Sciences. He is also Head of Behavioural Insights and Evaluation Lead for the Department of Health and Social Care in the UK. He has recently been seconded to the UK Cabinet Office Systems Unit and to the UK Joint Biosecurity Centre to assist with the COVID response. With 25 years of experience in health he has previously worked in the UK with Public Health England and the Health Protection Agency and internationally in a partnership between Harvard University and the Ministry of Health in Botswana and with the London School of Hygiene and Tropical Medicine. Tim is President of the UK Evaluation Society and co-organiser of the OECD-hosted network of international government behavioural scientists.



Saad  
Omer



## Saad OMER

*Inaugural Director of the Yale Institute for Global Health, and a Professor of Medicine and Epidemiology at Yale University, Schools of Medicine and Public Health*

Saad B. Omer is the inaugural Director of the Yale Institute for Global Health, and a Professor of Medicine and Epidemiology at Yale University, Schools of Medicine and Public Health. Professor Omer has conducted studies in the United States, Guatemala, Kenya, Uganda, Ethiopia, India, Pakistan, Bangladesh, and South Africa. His research portfolio includes behavioural interventions to increase immunization coverage and demand and acceptance of COVID-19 interventions. Moreover, he has conducted several studies and clinical trials to estimate the efficacy of influenza, pertussis, polio, measles and pneumococcal vaccines. Professor Omer’s work has been cited in global and country-specific policy recommendations and has informed clinical practice and health legislation in several countries.



Ammaarah  
Martinus

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**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. Dalia

Samhouri

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## Dr. Dalia SAMHOURI

*Regional Manager, Emergency  
Preparedness & IHR, WHO  
EMRO*

Dr. Dalia Samhouri is a public health professional with about two decades of experience in health emergency preparedness and response at the scientific, policy, managerial and academic levels. Currently, she is the Regional Manager of Emergency Preparedness and International Health Regulations at the WHO Regional Office for the Eastern Mediterranean, based in Cairo, Egypt. Collaborating with many humanitarian and development partners, she is taking the lead role in the design and implementation of WHO region-wide health security preparedness strategies with focus on all-hazard preparedness and disaster risk reduction, emergency care system, mass gatherings, One Health, points of entry and population movements, risk communication and community engagement and strengthening operational readiness for health emergencies.

Dr Samhouri received her PhD degree in Biomedical Science (Global Health) from the University of Geneva, Switzerland and a Master's degree of Public Health (Epidemiology/Biostatistics) from Tulane University in the United States.



Dr. Roberto

Bertollini

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## Dr. Roberto BERTOLLINI

*Senior Advisor to the Minister  
of Public Health, Qatar*

From October 2011 until June 2016, Roberto Bertollini, M.D., M.P.H. has been WHO Representative to the EU in Brussels and Chief Scientist of the WHO Regional Office for Europe. Before this assignment, he has occupied senior management positions in WHO both at the Regional Office for Europe and at the Headquarters in Geneva since 1991 when he joined the Organization. In these different capacities he was particularly involved in the environment and health area and developed the WHO climate change and health programme both in Europe and at the global level. In late 2016 he has been Richard von Weizsäcker Fellow at the Robert Bosch Academy in Germany. Presently he is advisor for public health of the Minister of Health of Qatar and has been heavily involved in the Qatar response to the Covid-19 epidemic by chairing the country's Scientific Reference and Research Task Force to provide scientific evidence for the public health response to the pandemic. In addition, he is visiting professor for public health and environmental health at the Lisbon University as well as Member of the Scientific Committee on Health, Environmental and Emerging Risks of the European Commission.

His main professional interests concern the determinants on non-communicable diseases, with special reference to the effects of emerging environmental threats such as climate change and air pollution, health effects of lifestyle and socioeconomic determinants including tobacco, alcohol and nutrition. He is also very involved in the translation of research findings for public health policy development and in the implementation and evaluation of public health programmes and practices.

Hatoun Saeb

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## Hatoun SAEB

*Health in All Policies Project  
Manager, Office of the Minister  
of Public Health*

Hatoun manages the Healthy Cities programme in Qatar under the Health in All Policies unit of the Ministry of Public Health, which aims to promote intersectoral collaboration and in turn create healthier communities. Hatoun has 17 years of experience in the humanitarian, development and healthcare fields, with international and national organizations, predominantly in the Middle East and East Africa. She is specialized in communication and stakeholder engagement, strategy development and programme management. She has devoted much of her career to the betterment of communities, with focus on improving health outcomes for women and children.



Aditya Jagati

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## Aditya JAGATI

*Engagement Director at  
Busara Center for Behavioral  
Economics*

Aditya Jagati is an Engagement Director at Busara, where he oversees the organisation's India and South Asia portfolio. He works with various stakeholders to design, test and scale applications of behavioural science and to develop behavioural science capacity within organisations. In his role, Aditya seeks to strengthen ownership of research and research innovation in the Global South and use of behavioural science to provide solutions to complex challenges of today. His current work involves creating investment strategies by using behavioural science for large donors and foundations and designing impactful behavioral interventions across sectors, such as sexual and reproductive health, livelihoods and social protection. Prior to joining Busara, Aditya led country operations at ideas42 and worked at the World Bank as a development economist, and has consulted on several government assignments in India, Nepal, Sri Lanka, UAE and South Africa. He has a Master of Arts in Law and Diplomacy (Concentration in Development Economics, Behavioral Science) from The Fletcher School of Law and Diplomacy, Tufts University, a Master of Science in Economics from Indira Gandhi Institute of Development Research, Reserve Bank of India, and a Bachelors in Economics (Honors) from Hindu College, University of Delhi, India.



Wiam  
 Hasanain

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## Wiam HASANAIN

*Behavioral Scientist and  
 Social Impact Advisor*

Wiam is a seasoned social impact consultant, with 20 years of experience operating at the intersection of policy reform, societal development, behavior change, and civic engagement. She is a problem solver, utilizing data driven insights to create practical approaches to resolving pressing social challenges, all the while infusing the team she leads with an infectious passion. Through working alongside private, public, and NGO clients she gained a well-rounded understanding of strategy creation, behavior change, implementation planning, and impact assessment across sectors. Over the last decade, Wiam spearheaded nationwide programs in the areas of unemployment, health, financial literacy, sports, and career planning. She has established the structure and strategy for nudge units, set their national agendas, and designed behavioral interventions to serve public policy.

She built her foundation at Unilever, handling the research and insights across MENA. Afterwards, she transitioned to consulting with Bain and Company Middle East where she gained a solid understanding of management consulting. Leveraging her international and regional expertise towards local causes, she moved onto a senior role in her native Saudi Arabia; leading the CSR function at a Mckinsey subsidiary and creating nationwide community programs. From there, she spent a decade as a partner at the foremost boutique consultancies in the GCC, leading Social Impact and Behavior Change efforts. Her passion is advising on behaviorally informed policies across sectors.

Wiam believes strongly in spreading knowledge about the implementation of behavioral change across industries. To this end, she has published a variety of articles on behavioral science practical application at organizations and is a visiting lecturer at colleges.

With an MBA from University of California – Berkeley, followed by an MSc in Behavioral Science from London School of Economics and Political Science, Wiam is well-versed in demonstrated management practices and human behavior. She has catalyzed the startup of several nonprofits and serves as an advisor to AlNahda Society.

Dr. Andrijana  
Musura Gabor

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**Dr. Andrijana  
MUSURA GABOR**

*Vice president of academic  
affairs at Nudge Lebanon*

Dr. Andrijana Musura Gabor, is the vice president of academic affairs at Nudge Lebanon. She earned her PhD from the University of Zagreb, Croatia, in 2013 in the area of Economic Psychology. She is a senior lecturer with experience of teaching undergraduate and graduate courses related to application of psychology in economics, management and marketing. As a research associate, Dr. Musura Gabor has over 15 years of experience in research design, measurement and data analyses acquired through academic and applied research in the field of decision making as well as consumer research. She has over 10 years of experience in applying psychology to business context which she gained through executive education and consultancy projects. Dr. Musura Gabor has founded ZSEM Behavioral and Experimental Economics (BEE) Lab, and has been a head of institutional research at Zagreb School of Economics and Management. Her scientific work is related to application of social psychology in economics and management and has been presented at international conferences and published in Croatian and international peer reviewed journals. Dr. Musura Gabor specialized through study stays at partner universities in the USA, Spain and the Netherlands. She actively collaborates with the European Research Council and is a member of Global Association of Applied Behavioral Scientists (GAABS). Dr. Musura Gabor serves as an academic reviewer for several European and American peer reviewed journals and occasionally writes for business and scientific digital magazines.