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FernUniversität in Hagen

Speakers and lecturers at the MENA Digital Summer School 2022



Prof. Dr. Dr. **Ayad Al-Ani** is the co-founder and academic director of MENA Digital Summer School. As an economist and political scientist he is an expert on digitisation and digital transformation. Prof. Al-Ani is a fellow at the Einstein Center Digital Future, Berlin, Associated Professor Extraordinary School of Public Leadership, Stellenbosch University, South Africa. He is a board member of Candid Foundation and co-founder of the Digital Arabia Network.



Ines Amri, Director of Business Development and Innovation at the Arab-German Chamber of Commerce in Berlin, is a researcher in platform economy and trust in digital services at Einstein Center Digital Future, Berlin. She holds an Executive Master of Business Administration from ESMT Berlin.



Raffaella Canvandoli is an international lawyer specialized in innovation protection and commercialization, with about 20 years of professional experience gained in four continents, including the MENA region. She joined the international law firm Amereller Legal Consultants in 2016 as Of Counsel and currently works for the IP services provider provendis GmbH.



Ismail Chaib is the General Manager of the Product & Technology department at Yassir, the leading App for on-demand and payment services in the French-speaking Africa. Previously, he was Chief Operating Officer at TESOBE / the Open Bank Project, a financial technology startup that provides open APIs to regulators and financial institutions worldwide.



Daniel Gerlach is the director general of Candid Foundation and an expert on the contemporary Middle East and European-Arab relations. He co-founded the MENA DSS. Gerlach studied History and Middle Eastern Studies at Paris IV Sorbonne and Hamburg University. He is also the editor in chief of zenith Magazine.



Dr. **Carsten Gerhardt** studied theoretical solid-state physics, Anglo-Irish literature, and economics. As a management consultant, he works with a focus on sustainability. He is chairman of the civil society network Wuppertalbewegung e.V. Since 2020 he has been committed to positioning the wider Rhine-Ruhr area as Circular Valley, a region in which globally leading solutions for a Circular Economy are developed.



Lisa Günther is the founder of Colors of Life coaching and of Yoga Thinking. She works as a design thinking coach. Her greatest motivation is to support people in individual processes or in creative teamwork, to stay connected to themselves, to draw on their own potential and in this way to develop meaningful and sustainable solutions.



Bassant Helmi is the Founder and Managing Director of the Berlin-based non-profit association Global Project Partners, which implements projects to support Arab businesswomen, vocational and educational training in developing countries, and knowledge transfer in the field of renewable energies. She is also the founder and CEO of MENA Business GmbH in Berlin and the Co-Chair of Digital Arabia Network.



Dr. **Naseef Naeem** is a legal scholar and expert on state and constitutional law. He studied law in Damascus, Aleppo, received his PhD from the University of Hannover and taught at the universities of Göttingen and Freie Universität Berlin. Dr. Naeem is the research director of the Middle East consultancy ZENITHCOUNCIL, a fellow at Candid Foundation, and chaired several sessions of the Iraqi National Dialogue Initiative.



Prof. **Tobias Nolte** is Professor for Media in Architectural Design at Leibniz University Hanover, Germany. He co-founded Certain Measures (CM), a hypothesis driven creative studio based in Berlin and Boston. Previously, Prof. Nolte was Director at Gehry Technologies in New York and Paris. He was a research fellow at Harvard University Graduate School of Design. Prof. Nolte studied architecture at TU Berlin and the Southern California - Institute of Architecture in Los Angeles.



Rania Reda is an internationally recognized Augmented Reality expert and a serial tech entrepreneur with 22 years of experience in the Tech field. Her latest venture, Augmania. It is a Storytelling solution that uses AR and Machine Learning to allow marketers to integrate digital assets into a new media that can be published on the web.



Christin Schäfer is a data scientist and expert on the management of data driven digital systems. She serves a board member at Revalu Impact AG and as managing director for the consultancy acs plus GmbH. She is also an advisory board member of the Big Data Analytics Research Group at the Institute of German Economics (IW) in Cologne.



Dr. **Carsten Siebert** ist the chancellor of the Barenboim-Said Akademie in Berlin. He studied philosophy, linguistics, German and English literature in Munich, Berlin and Philadelphia. He holds an M.A. from the University of Pennsylvania and a Ph.D. from Humboldt University. Dr. Siebert has lectured at Humboldt University and the University of St. Gallen and worked as a researcher at Leuphana University Lüneburg on internet-based learning platforms (MOOCs).



Ambassador Dr. **Tobias Tunkel** ist the Director of Middle East and North Africa at the German Federal Foreign Office. He served previously as head of department for Russia, Belarus, Moldova, and Eastern Partnership. Dr. Tunkel was posted in various countries of Eastern Europe and the MENA region. He studied German Literature, History in Freiburg, Berlin, Vienna, and Jerusalem.



Prof. Dr. habil. **Thomas Wrona** is Professor and Director of the Institute for Strategic and International Management at Hamburg University of Technology. Previously, at the ESCP Europe Business School, he headed the Chair for Organization and Empirical Management Research. In 1998 he received his doctorate about globalization strategies. His research interests are in the areas of corporate strategies, strategic control, AI/Big Data and competitive advantages, strategy process research, qualitative management research.



Lina Yassin is a neuroscientist, focusing her research on neuroplasticity, learning and memory. With 20 years' experience in neuroscience, her focus is on combining research with teaching. Lina has experience working as a scrum master, Lean trainer, and agile coach at different industries. She is an organizational designer and performance manager at Taxfix and the founder of Numo.