**Maisoon Al Amarneh – Personal profile**

I am an international development professional with over 20 years of experience in sustainable program and partnership development and management. I specialize in various areas including gender equality, violence prevention, women's participation in economic and social life, CSO strategy planning, fundraising, financial and human resources management, and more. I have a strong background in working with international donors and have a proven track record of securing l donor funds.

My expertise extends to entrepreneurship development and innovation, where I have led projects in curriculum design, training, and business development. I have a passion for using innovation to drive economic growth and have successfully implemented projects that connect technical school students and graduates with industry needs.

**Key Competencies**

**Fundraising:** I am skilled in developing high-quality fundraising concepts, proposals, and documents, as well as managing financial and human resources during planning and implementation processes.

**Research:** I have advanced knowledge and experience in conducting both quantitative and qualitative research studies on various themes, including gender equality, violence prevention, and women's economic empowerment.

**Strategy:** I excel in developing sustainable business strategies and CSO strategy plans. I have a track record of designing results-oriented programs.

**Donor Relations:** I have a strong understanding of donors' requirements and procedures for proposal writing, submission, and reporting. I have worked with numerous donors, including MEPI, PRM, FRPFM, NEA/AC, IOM, EU, UN Women, UNDP, DFID, GIZ, AWDF, ILO, and more.

**Advocacy:** I am experienced in developing evidence-based advocacy and networking strategies, as well as campaign management.

**Partnerships:** I have a proven track record in building sustainable relationships with international donors and civil society organizations. I excel in partnership development, management, and capacity building.

I specialize in designing and implementing monitoring and evaluation activities and have excellent communication and interpersonal skills.

**Human Rights and International Law:** I have advanced knowledge of international human rights and international law, particularly in the MENA region.

**Regional Expertise:** I have a deep understanding of the Middle East region, including political developments, national legislations, and human rights issues.

**Entrepreneurship Development and Innovation** :In addition to my international development work, I have extensive experience in entrepreneurship development and innovation.

 **I have worked on various projects to:**

* Scout for innovative ideas and opportunities.
* Document and share innovation projects and processes.
* Apply industry-focused research to create entrepreneurship curricula and business development programs.
* Assist technical school students and graduates in becoming innovators.
* Transition innovative business ideas into new companies.
* Improve the availability and accessibility of entrepreneurship services.
* Assist entrepreneurs in market and commercialization planning.

**Professional Experience**

**Acting as Secretary General for the Economic and Social Council ESC –Jordan.**

**Director of Strategic Planning, Project Development, Monitoring, and Evaluation, Unit at the King Abdullah II Development Fund KAFD**: I hold the pivotal position of Director in the Strategic Planning, Project Development, Monitoring, and Evaluation Unit, where I am entrusted with a range of critical responsibilities within the organization. My role revolves around shaping the strategic vision, crafting and overseeing projects aligned with this vision, tracking ongoing activities, and evaluating project outcomes. This multifaceted role demands close collaboration with diverse teams, adeptly securing funding, meticulously monitoring project progress, conducting impact assessments, engaging stakeholders, and effectively communicating findings to inform strategic decisions. Through my efforts, I ensure the meticulous planning, efficient execution, and continuous enhancement of our projects, driving tangible progress toward our mission and objectives.

**The Director of Strategic Planning, International Relations, and Market Studies, at Jordan Loan Guarantee Corporation JLGC:** I hold a multifaceted role that involves a spectrum of pivotal responsibilities. These encompass leading the creation and execution of strategic plans, nurturing and overseeing international relationships, and conducting comprehensive market studies. Through these functions, I assume a central position in shaping well-informed decision-making, nurturing worldwide partnerships, and upholding the organization's sustained competitive edge**.**

**Senior Director for Programs**

I have served as the Senior Director for Programs, overseeing various program areas, including gender, gender-based violence, sexual and reproductive health, cash and livelihoods, adolescents and youth, disabilities, refugees, and migrants' rights. I have led research initiatives, cultivated donors, and set strategic directions for organizations.

**Protection Consultant - SAD Geneva, Switzerland**

I played a significant role in a project focused on "Strengthening Protection Capacity," assessing protection gaps in African countries, MENA, Gulf countries, and South Africa. I conducted extensive research and authored policy papers.

**Corporate Trainer - Fundraising Industry**

With over 15 years of experience in the fundraising industry, I specialize in curriculum design, learning and development, and e-learning. I have delivered training in proposal writing, project management, and leadership development.

**Consulting and International Experience**

I have worked as an independent consultant with various international foundations, including EU, Care, ILO, IYF, UNDP, USAID, UN Women, NEF, GIZ, FES, and OXFAM, among others. I have contributed to project management, research, strategic planning, M&E, and professional training.

**Education, Youth, and Adolescent Experience:**

**Education Development Specialist:**

Led and contributed to numerous initiatives aimed at improving education and youth development within the MENA region. Played a pivotal role in designing and implementing programs that enhance access to quality education, skill development, and empowerment for youth and adolescents.

**Youth Empowerment Programs**: Developed and managed projects targeting skill-building, leadership, and empowerment for youth. These programs focused on providing essential life skills, career guidance, and entrepreneurship training. Collaborated with local educational institutions, NGOs, and international organizations to deliver impactful initiatives.

**Adolescent Education Advocacy**: Advocated for increased attention to adolescent education, especially for marginalized and vulnerable groups. Conducted research to identify barriers to education and proposed innovative solutions to improve access and quality of education for adolescents.

**Life Skills Training**: Designed and conducted workshops on life skills and critical thinking for adolescents. These workshops aimed at equipping young individuals with the necessary skills to navigate challenges, make informed decisions, and pursue meaningful opportunities.

**Education Policy Analysis:** Engaged in policy analysis and recommendations for improving education systems. Collaborated with governmental bodies, NGOs, and international institutions to ensure that education policies address the unique needs of youth and adolescents.

**Youth Engagement and Participation:**

Championed initiatives that promote active youth engagement in decision-making processes, community development, and social change.

**Youth Forums and Networks**: Facilitated the establishment of youth forums and networks, providing platforms for young people to voice their concerns, ideas, and aspirations. These platforms fostered dialogue between youth and decision-makers, contributing to more inclusive policies.

**Youth-Led Initiatives:** Supported and mentored youth-led initiatives, enabling young individuals to take the lead in addressing social issues, entrepreneurship, and community development. Encouraged creativity and innovation among young change-makers.

**Participatory Research**: Conducted participatory research projects involving young people to better understand their needs, challenges, and aspirations. Utilized research findings to inform the design of targeted youth development programs.

**Adolescent Health and Well-being**: Recognizing the critical importance of adolescent health and well-being, focused on projects that addressed physical, mental, and emotional health among adolescents.

**Health Education Workshops:** Designed and facilitated health education workshops for adolescents, covering topics such as reproductive health, mental health awareness, and healthy lifestyles. Collaborated with health professionals to ensure accurate and age-appropriate information.

**Preventive Initiatives**: Collaborated with local health organizations to develop and implement preventive initiatives, including awareness campaigns on substance abuse, early pregnancy, and communicable diseases.

**Counseling and Support**: Implemented programs that provided counseling and support services to adolescents facing challenges such as bullying, peer pressure, and mental health issues. Worked closely with schools, community centers, and relevant stakeholders.

**Youth-Centered Advocacy:** Advocated for policies and initiatives that prioritize youth and adolescent development, with a focus on inclusivity and equal opportunities.

**Policy Recommendations:** Engaged with policymakers and government bodies to advocate for policies that address the unique needs of young people. Contributed to policy briefs and position papers to inform decision-making.

**Collaborative Partnerships**: Forged partnerships with youth-led organizations, educational institutions, and government agencies to ensure a comprehensive and collaborative approach to youth and adolescent development.

**Advocacy Campaigns**: Led advocacy campaigns to raise awareness about issues affecting youth and adolescents, mobilizing public support and encouraging stakeholders to take action.

**Nurturing Donor Relationships:**

**Frequent Communication:**

Accomplishment: Cultivating consistent and meaningful dialogues with donors.

My Accomplishment: Successfully delivering personalized expressions of gratitude through emails or letters following each contribution. Moreover, providing periodic updates on the transformative influence of their support, possibly by sharing narratives of beneficiaries whose lives have been touched.

**Acknowledgment of Contributions:**

Accomplishment: Swiftly acknowledging every contribution, irrespective of size, as a mark of appreciation.

My Accomplishment: Skillfully crafting handwritten notes that convey gratitude, and including thoughtful tokens of acknowledgment in tandem with thank-you letters for substantial donations.

**Tailored Personalization:**

Accomplishment: Demonstrating a genuine understanding and appreciation for each donor as a distinct entity.

My Accomplishment: Expertly incorporating references to specific prior contributions or engagements with our organization in interactions. For instance, acknowledging a donor's generosity towards an educational initiative and updating them on the subsequent advancements.

**Transparency and Openness:**

Providing a clear view of how donated funds are utilized.

My Accomplishment: Offering comprehensive financial reports that meticulously outline the precise allocation of their contributions, and being readily available to respond to inquiries about our organization's financial practices.

**Showcasing Impact:**

Evidencing the tangible effect of their donations.

My Accomplishment: Effectively sharing stories of achievement, captivating images, and transformative videos depicting beneficiaries whose lives have been positively transformed by their backing. For example, spotlighting a scholar who achieved honors due to a scholarship funded by our donors.

**Recognition and Participation Avenues:**

Presenting donors with opportunities for involvement and acknowledgment in organizational undertakings.

My Accomplishment: Skillfully curating a digital "Donor Wall" on our website to honor prominent contributors and extending exclusive invitations for special occasions or volunteer engagements.

**Customized Communication Preferences:**

My Accomplishment: Successfully granting donors the liberty to choose their preferred mode of updates, whether it be email, physical mail, or social media, while upholding their choices.

**Incorporating Donor Input:**

integrating feedback from donors into fundraising strategies.

My Accomplishment: Conducting insightful surveys or focus groups to gain valuable insights into donors' motivations and concerns. Subsequently, skillfully utilizing this input to refine and enhance campaign approaches.

**Championing Major Contributors**:

Providing an elevated level of recognition and attention to major donors.

My Accomplishment: Expertly orchestrating exclusive gatherings or dialogues for significant contributors, providing them with the opportunity to engage with our organization's leadership and delve into the profound outcomes of their support.

**Enduring Engagement:**

Cultivating enduring connections with donors, transcending mere transactional interactions.

My Accomplishment: Successfully celebrating donors' ongoing dedication and contributions to our organization's mission by sending heartfelt yearly anniversary notes, underscoring their pivotal role in our journey.

**Other Accomplishments:**

* Developed annual progress reports for the Jordanian National Action Plan (JONAP) on Women, Peace, and Security.
* Enhanced the institutional sustainability of organizations .
* Developed strategic plans for multiple organizations and implemented M&E systems.
* Led the development of pilot projects, securing substantial funding from donors.
* Conducted research and feasibility studies on various topics in the MENA region.
* Published policy papers and research reports on migration, human rights, and more.
* Facilitated training programs and capacity-building initiatives.

**Membership Committees**

I have served as a member of several national committees, including the National Committee For Human Resources Development, the National Employment Strategy, the National Steering Committee For Pay Equity, and the Economic and Social Women Empowerment Committee at ESC.

**Consulting Studies & Reports**

Throughout my career, I have been involved in numerous consulting studies and reports, covering a wide range of topics, including evaluations, industry investment mapping, institutional capacity building, and more.

**Education and Qualifications**

MBA in Innovative Leadership and Entrepreneurship (Talal Abu-Ghazaleh University College for Innovation, TAGUCI, 2022-2024)

Diploma in Sustainability Development (German-Jordanian University, GJU, 2020)

MSc in Executive Management (Institute of Banking Studies, Jordan, 1998-1999)

Bachelor in Architecture Engineering (University of Jordan, 1992-1997)

**Languages**

Arabic (Mother Tongue)

English (Fluent)

**References**

Available upon request.

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