

Heba Gamal *global business connector & leader*

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summary

Results-oriented global leader with a proven track record in product, project and process management. Ability to define strategies, build consensus among internal and external stakeholders, and lead collaborative teams to achieve results. Deeply connected in the entrepreneurship, technology & non-profit ecosystems locally and globally.

major accomplishments

Singularity University

- Currently spearheading the scoping, design, and launch of SU's first community engagement platform – **SingularityU Hub** (su.org/iphoneapp and www.singularityuglobal.org), with ~10K users. Bringing over 9K new leads to marketing.

Endeavor

- Grew Endeavor Egypt Entrepreneur portfolio of selected companies by 50% in less than 3 years.

TechSoup Global

- Strategically led the integration and transition of new and existing partners in the Global Partner Network including but not limited to Russia, Austria, and Luxembourg yielding to an increase in license sales of 32% in 1 year.

Google

- Co-led the launch of Google Suggest feature for 38 new domains in 29 languages, with average 40% Click-Through-Rate (CTR).

experience

Singularity University

Mountain View, CA

Learning and innovation platform empowering leaders to apply exponential technologies to address humanity's challenges.

Director, Community Engagement (05/2016 – Present)

- Creating and overseeing the organization's community engagement strategy and post-program customer journey.
- Leading SU's community operations for 135K+ community members globally.
- Driving the experimentation and piloting of alternative community engagement activities across the globe.
- Identifying high-quality pipeline leads for community leadership volunteer roles.
- Working across the organization to improve and drive better data-management and Customer Relationship Management utilization to better manage and identify opportunities from the community.
- Introduced brand new system for community communication and support: including the adoption, implementation and launch of Zendesk as the primary customer support tool for the Community & Executive Program teams with an average <14hrs First Reply Time.
- Led the audit, communication and execution of retiring ~2K SU-issued alumni emails based on usage data and cost-cutting objectives.

Endeavor

Cairo, Egypt

Leading non-profit that selects, mentors, and accelerates high-impact entrepreneurs in 51 cities across 23 countries.

Managing Director, Endeavor Egypt (11/2012 – 04/2016)

- Met annual KPIs and targets in the 90th percentile in 2013, 2014 and 2015.
- Drove a successful mentor engagement strategy that improved overall mentor engagement from 70% utilization of the top 5% to 60% utilization of the top 20%.
- Strategically positioned Endeavor Egypt as a leader in the Egyptian entrepreneurship ecosystem, resulting in increased partnerships locally, regionally, and globally.
- Introduced a complete suite of internal processes to drive organizational efficiency: performance management, entrepreneur sourcing and pipeline management, procurement best practices, and more.
- Managed board of directors effectively: including the recruitment and on-boarding of two new contributing board members (\$25K donation/each/annually) during 2013- 2015.
- Successfully pitched, led, and implemented several projects to companies and banks corporate social responsibility department.
- Oversaw the overall operating budget of the organization (\$1M).

TechSoup Global

Warsaw, Poland

TechSoup connects nonprofits, foundations, and libraries with tech products and learning resources in 112 countries.

Sr. Manager, International Partnerships – Europe, Middle East & Africa (10/2011 – 12/2012)

- Oversaw the strategic management, communication, and performance of all 23 partners across Europe, Africa, and the Middle East (EMEA) resulting in overall licenses sales increase by 41%.
- Jumpstarted the Warsaw-based International Partnerships team and provided thought leadership on regional model development, regional partner management, and integrated programming, which drove licenses sales up by 30%.
- Provided world-class donor relationship management with Microsoft, Symantec, SAP, Cisco, and others as they relate to the Global Partner Network activities and growth.

Google, Inc.

Mountain View, CA

Google is an American multinational technology company specializing in Internet-related services and products.

Product Manager, Engineering, Search Quality – Middle East & North Africa (5/2008 – 9/2011)

- Recipient of Google's Operating Committee (OC) Honorable Mention Award for the internationalization of Google Instant/Suggest.
- Identified a key algorithmic failure specific to 5 languages affecting ~30% of global search traffic and worked with senior search quality engineers on the improvement process and launch plan after positive pre-launch experiments.
- Responsible for driving search improvements and feature planning for the MENA region, including the launch of UI improvements and features such as the regional football scores one-box, Input Method Editor (IME) in Arabic/Farsi/Hebrew, transliteration integration in Suggest, and virtual Arabic keyboard.
- Provided thought-leadership, product management and cross-departmental collaboration for the launch of the first Arabic Transliteration tool - <http://www.google.com/intl/ar/inputtools/try/>.

Gurgaon, India

Senior Optimization Specialist, Online Sales & Operations, AdWords (01/2008 – 04/2008)

- Led Gurgaon office's optimization team growth and expansion efforts, which resulted in growing the team by 77% in 4 months.
- Collaborated with local executive team on quarterly goals and objectives planning for the entire office.
- Launched the Talks at Google series in India, which resulted in a spike in staff happiness.

Mountain View, CA

Optimization Specialist, Online Sales & Operations, AdWords (09/2006 – 12/2007)

- Awarded the Online Sales & Operations Gold Recognition Award for outstanding performance.
- Single-handedly streamlined multi-lingual optimization process for North American clients in 20+ foreign languages.

education

University of California, Santa Barbara

Santa Barbara, CA

Bachelor of Arts, Global and International Studies, Magna Cum Laude (2005)

giving-back

Stanford University GSB – Social Entrepreneur Venture Review Panelist and Mentor (04/2017-Present)

Palo Alto, CA

Frameline.org

San Francisco, CA

Board Member, Board of Directors (05/2017 – Present)

GIZ – Deutsche Gesellschaft für Internationale Zusammenarbeit Ana Huna Women Program Mentor (08/2013 – 11/2014)

Cairo, Egypt

StartUp Weekend

Mentor and Judge (05/2014)

Bishkek, Kyrgyzstan

TEDxCairo

Speaker (12/2013)

Cairo, Egypt

Kiva.org

Kiva Fellow (05/2011 – 08/2011)

Beirut, Lebanon

FoundationforSustainableDevelopment Board Member (03/2009 – 01/2011)

San Francisco, CA

ArabFilm Festival

Film Award Judge (10/2010 – 12/2010)

San Francisco, CA