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Nada Sayarh Lebbar

Ph.d.

Head of ESG, Digital Marketing, Strategy, and Soft Skills Expert.

23 years of experience in teaching, consulting and research, working with CEOs to deliver impact.

15 years of experience in Marketing, Strategy and ESG teaching and consulting in Switzerland.

6 Years of marketing and Strategic management leadership roles in the FMCG industry.

Innovative, adaptable, rigorous, creative, collaborative, positive, empathic.

Passionate about ESG, learning and the digital world and cultures.

PROFESSIONAL SKILLS

Professional business experience/leadership roles

ESG strategy development and implementation, Promoting girls education, Fundraising for a social cause, Building communities online and face to face, Digital Marketing campaigns, Social media campaigns, Brand Management, P&L management, Brand Marketing Campaign leadership, Advertising development, Quantitative/Qualitative research design and implementation, New product design and launch, Trade marketing strategy and campaigns, Budget Management, Direct to Consumer programs, Public Relations Campaigns, Event leadership, People management, Business writing and public speaking, multicultural collaboration. Program manager, research lab management, managing communities of professionals, delivering innovative and technology-based learning, developing capabilities in line with current and future industry needs, Leveraging design thinking methodologies.

Teaching and Industry trainings

Sustainable business models and strategies, Ethical Marketing, Incorporating SDG impact in your role, Circular economics, Sharing economies, Digital marketing and analytics, Building and sustaining web2 and web 3 communities, Social media marketing , Qualitative & Quantitative research, Brand management, Business communication, Public speaking, Soft skills, personal effectiveness, Leadership, Emotional intelligence, Sustainable project management, Consulting with top 13 Switzerland executives, Integrated sustainability learning with Geneva based NGOs.

PROFESSIONAL EXPERIENCE

2023-Present	Head of ESG Dubai, Mumbai, Singapore, Sydney	SP Jain Global School of Management
2021-Present	Associate Professor A. Dean Executive Education.	SP Jain Global School of Management Dubai
2020-2022	Professor	Geneva Business School
2018- 2021	GSEM Alumni Director	GSEM, University of Geneva
2016-2019	Faculty/Institute/Marketing	GSEM, University of Geneva
2013-2016	PhD Sabbatical/Research	GSEM, University of Geneva
2012-2013	Marketing Director	Mundiapolis University, Casablanca, Morocco
2009-2011	Marketing/Communication Professor	Webster University, Bellevue, Switzerland
2009-2011	Marketing Professor	UBIS University, Geneva
2010-2010	Marketing Professor	Haute Ecole de Santé Genève
2007-2011	Teaching and program marketer	HEC, University of Geneva

2003-2006	Senior Brand Manager Oral Care	Colgate Palmolive Maghreb
2002-2003	Brand Manager Fabric care	Procter and Gamble Maghreb
2001-2002	Marketing manager LPG	Royal Dutch Shell North Africa
2000-2001	Teaching and Research Assistant	Binghamton University, NY, USA

EDUCATION

2021	Organizational Learning in Action	IMD, Lausanne, Switzerland
2016	Phd in Management (Marketing)	GSEM, University of Geneva, Switzerland
2001	Master in Business Administration	Binghamton University, NY, USA
1998	Exchange Program	Mercer University, Georgia, USA
1999	Bachelor in Business Administration	Alakhawayn University, Morocco

LANGUAGES

French, Arabic, English: Native/Full proficiency

Spanish: Advanced level

NONPROFIT INVOLVEMENT

Since 2021	Founder of the "Rise up Girls" Project	"100 000 USD"	Rotary Geneva International
2021	Head of communications for Rotary Geneva health group		World health organisation, Geneva.
2018- 2022	Founder and president		GSEM Alumni, University of Geneva
2019-2023	Board Member of "Rotary Geneva International"		Rotary Geneva International
2014- 2021	Member		Autisme Genève
2006-2018	Member (strategy, management consulting)		OVSMS, University of Geneva.