

# DALIA SHERIF, MBA

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## SUMMARY OF QUALIFICATIONS

Management and I/O adjunct faculty, Psi CHI honor society member, and international and graduate admissions coordinator. Former business development manager with the US Department of Commerce strengthening international competitiveness of U.S. industry, promoting trade and investment, and ensuring fair trade and compliance with trade laws and agreements. Ten years of experience in fundraising, development, commercial diplomacy, business development, events management, and branding. Five years of higher education experience with focus on recruitment, retention, and compliance.

Accomplishments include:

- Adjunct award 2017 winner
- Teaching at the university level and supervising several aspects of enrollment management within higher education including evaluating recruitment goals for graduate and international programs and contributing to a 400% MBA enrollment growth between 2014 and 2017.
- Achieving a 10% customer base expansion between 2007 and 2012 in accordance with U.S. export initiatives.
- Driving national marketing campaigns (comprised of trade show, media and PR initiatives) with John Snow Inc., PADCO, AECOM, USAID, EU, and with US Departments of Commerce.
- Implementing 27 traditional and digital marketing campaigns to reinforce positioning, advocacy, and behavioral change.

Skilled relationship builder and influencer able to forge solid alliances with internal and external stakeholders. Ability to form, manage and motivate teams to achieve organizational objectives. Technical proficiency with PeopleSoft, Banner, CRM and SEVIS and MS Suite. Lifelong learner with a Ph.D. in progress, an MBA, and two Post Graduate Certificate of Business Administration. Fluent in English, Arabic and French. Gifted university instructor, coach and mentor. U.S. Departments of State and Commerce outstanding award winner for 4 years and 2 extra mile awards recipient.

## EDUCATION

Grand Canyon University: Ph.D. candidate in Industrial and Organizational Psychology, anticipated graduation date: Spring 2018

Edinburgh Business School, Herriot Watt University: MBA, 2012

Edinburgh Business School, Herriot Watt University: Post Graduate Business Diploma, 2012

Edinburgh Business School, Herriot Watt University: Post Graduate Certificate of Business Administration, 2010

The American University: Bachelor of Arts: Business Administration (Major)/ Economics (Minor), 1998

## GRANTS, HONORS AND AWARDS

- Merit scholarship Award – The American University in Cairo
- Market Research Excellence Award – U.S. Department of Commerce
- Four Meritorious Honor Awards & two Extra Mile Awards: U.S. Departments of State and Commerce

## PUBLICATIONS AND PRESENTATIONS

Major Depression. (2007). Finnish Program for Mental Health. Egypt, Cairo: Egyptian Ministry of Health and Population Physicians' Communications Skills (2003). USAID. Egypt, Cairo: Egyptian Ministry of Health and Population (MOHP).

Schizophrenia. (2007). Finnish Program for Mental Health. Egypt, Cairo: Egyptian Ministry of Health and Population (MOHP).

### Manuscripts in Preparation:

Sherif, D. & Greenberger, S. Social Loafing in Online Groups.

Sherif, D. Social Loafing and the Big Five Personality Traits (Dissertation).

Sherif, D. & Rios, B. Entrepreneurial Teams across Cultural Contexts: What Hofstede's Cultural Dimension Scores and GEI Rankings Demonstrates on Entrepreneurial Teams' Success in Pakistan, Egypt, and Zambia.

### Conference Presentations:

Sherif, D. (2010). Motivating Employees in Multicultural Work Environments. Poster Presentation.

Sherif, D. (2011). Doing Business in the Middle East after the Arab Spring. USTDA Egypt Forward. Houston. Texas.

Sherif, D. (2012). Doing Business in Egypt: Opportunities and Threats. U.S. Bilateral Chamber of Commerce. Houston, Texas.

Sherif, D. (2017). Cross cultural Understandings. Texas Diversity council.

## PROFESSIONAL EXPERIENCE

### UNIVERSITY OF HOUSTON, DOWNTOWN

Nov 2013 – Present

#### INTERNATIONAL ADMISSIONS COORDINATOR/ GRADUATE SERVICES COORDINATOR & ADJUNCT FACULTY WITH UHD COLLEGE OF BUSINESS

- Implement the recruitment plan of the school by working with the dean and the school's faculty to establish enrollment goals and a plan to achieve enrollment goals for academic programs.
- Assist graduate and international students with admissions, immigration and academic issues.

- Supervise several aspects of international admission including recruitment events; evaluated recruitment goals for graduate and international programs.
- Advise international students on immigration policies, improving individual, and organizational compliance.
- Issue and sign Forms I-20, update SEVIS, and assist in other immigration matters so F-1 students can maintain accreditation and remain compliant.
- Support, maintain and follow up on the upgrade the administrative and academic applications ensuring performance.
- Develop process and workflow roadmaps to define the strategy and plan for each administrative application.
- Provide leadership and management to team assistants; work closely with all campus departments and university staff.

#### Key Achievements

- Awarded a teaching excellence award in 2017.
- Reduced international application processing time by 50% by introducing a streamlined system.
- Selected to oversee the Graduate Preparation Program transfer from University of British Columbia to University of Houston.
- Key contributor to 2% increase in international enrollment 2014/2015 by developing innovative marketing material and implementing insightful student recruitment projects.
- Implemented a new technique for international students which contributed to more organized admissions counselling.
- Improved cooperation from various campus departments to facilitate valuable services to international students.
- Promoted to Graduate Services Coordinator for College of Business in June 2015.

#### **HOUSTON COMMUNITY COLLEGE SYSTEM, HOUSTON** **DESIGNATED SCHOOL OFFICIAL (DSO)**

Jan 2013 – Nov 2013

- Assisted in immigration matters related with F-1 students including signing I-20s and updating SEVIS records.
- Approved benefits for F-1 students and their families; educated students and the school about their rights and obligations under F-1 regulations; served as the principal contact between the DHS and the school.
- Prepared marketing material, newsletters, and special projects for student recruitment.
- Developed performance objectives, completed annual performance reviews and administered staff evaluations.

#### Key Achievements

- Analyzed and applied new ideas and concepts related to reputation management, media relations, creative campaign development and strategic marketing within a management, business and creative context.
- Managed five successful networking and branding events to build HCC brand and connect with various stakeholders.
- Designated to represent and speak for the school in F-1 student matters.
- Improved documentation processes that contributed to significant reduction in processing time.
- Key contributor to improved compliance, a 5% retention rate increase and a 1.5% enrollment increase from India, Vietnam, Nepal and the UAE by working diligently with US overseas embassies.

#### **U.S. DEPARTMENT OF COMMERCE, INTERNATIONAL TRADE ADMINISTRATION**

Aug 2007 to Apr 2012

#### **EDUCATION, COMMUNICATION & COMMERCIAL SPECIALIST/BUSINESS DEVELOPMENT SPECIALIST, U.S. DEPARTMENT OF COMMERCE**

- Served as an industry expert on trade related matters which included laws and regulations, market practices, commercial trends and major projects pertaining to key commodity/industry sectors such as Education, Oil and Gas, Travel/Tourism Services, Plastics/Plastic Producing Machinery and Port Development Services.
- Partnered with US Department of State officials to organize and support the Presidential Summit on Entrepreneurship which was an unprecedented opportunity to highlight entrepreneurship and community development.
- Chosen as Program Director for “Study USA” initiative within the US Foreign Commercial Service and the “Discover America: initiative; prepared quarterly fact sheets on commercial and trade issues; resolved trade disputes.
- Monitored, analyzed and reported on economic/trade related issues through interviews, desk research and daily press reviews; managed budgets and financial activities for special projects; developed web content and newsletters
- Provided support for VIP visits and the economic/political section of the Embassy to set up bilateral meetings.
- Supervised multiple outreach and marketing campaigns; recommended sectors with best market potential for US products.
- Provided program support on trade-related issues to USG agencies including the U.S. Bureau of Customs, Export-Import Bank of the United States, Overseas Private Investment Corporation, Patent and Trademark Office, Department of State, U.S. Trade Representative's Office and the U.S. Trade and Development Agency.
- Conducted in-depth analysis of trade trends and the development patterns of major industry sectors in correlation with local practices, trade constraints, laws, government policies and industrial development programs.
- Developed English and Arabic newsletters and analyzed industrial sectors; organized and led trade missions to the US.

#### Key Achievements

- Spearheaded the “Community College” initiative in collaboration with Fulbright Commission and AMEDEAST.
- Led 25 business delegations to the US with 85% success rate and long term contracts facilitated.
- Advised and assisted Commercial Counselor and Commercial Attaché in developing and revising the Country Commercial Guide recommending specific trade development objectives.
- Awarded Second Quarterly Star Award, US Department of Commerce.

- Received Superior Honor Award- US Department of State: Organizing the Global Entrepreneurship Initiative, the Meritorious Honor Award- US Department of State: Excellence in execution of Commercial Service Duties and the Extra Mile Award: Going beyond the call of duty in serving CS objectives, all in 2011.
- Recognized with the Meritorious Honor Award- US Department of State: For Service above and beyond the call of duty to serve US Commercial Service, 2010.
- Earned the Extra Mile Award- US Department of State: Excellence in achieving CS objectives, 2010.
- Received the Meritorious Honor Award- US Department of State: Excellence in client outreach and the Extra Mile Award- US Department of State: Outstanding customer service and trade promotion, both in 2009.

#### **DECENTRALIZATION INITIATIVE, UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT**

May 2007 – Aug 2007

##### **COMMUNICATION TASK MANAGER**

- Enhanced internal communication between tasks, the project and the USAID via electronic, print and communication tools for internal and external use (newsletters, flyers, articles, etc.).

##### Key Achievements

- Developed the Information Education and Communication strategy and supervised its implementation.
- Created project identity including the logo, base line, color codes, following the USAID branding policy.
- Designed tailored outreach campaigns adapted to the profile of each local district targeted by the project.

#### **E.U. TRADE ENHANCEMENT PROGRAMME (TEP-A), MEDA PROGRAMME**

Jun 2005 – May 2007

##### **TEP-A SENIOR PROJECT COMMUNICATION OFFICER (JAN 2006 – MAY 2007)**

- Developed and implemented traditional and social media strategies.
- Managed all PR and communication activities of the project related to export promotion or commercial diplomacy.
- Organized donor training and study tours to facilitate knowledge transfer.
- Managed financing and EU billing process documents; helped negotiate financing agreements with beneficiaries.
- Monitored project implementations, the performance of project managers and partners and contractual obligations via periodic reviews, audits, reporting and assistance, etc.

##### Key Achievement

- Key contributor to sector analysis and to the definition of a sector strategy for the European Community, e.g.: Country Strategic Paper (CSP), National Indicative Programme (NIP).

#### **SENIOR COMMUNICATION AND PRESS EXPERT (JUN 2005 – JAN 2006)**

- Launched a private public partnership campaign to guarantee the sustainability of project results after termination; edited all documents related to the commercial diplomacy component; designed the overall communication strategy.
- Participated in designing a training program for commercial diplomats in European Embassies.
- Developed communication tools and content management for Commercial Services (ECS) web-site.

##### Key Achievement

- Created a new identity for Commercial Service (ECS)
- Drafted a brochure and a leaflet for ECS and raised funds for their printing through public-private partnership.

#### **LEAGUE OF ARAB STATES/ POPULATION POLICIES DEPARTMENT**

Jan 2005 – Jun 2005

##### **COMMUNICATION AND PUBLIC RELATIONS SPECIALIST/TECHNICAL WRITER**

- Developed communication materials, flyers, brochures and conference kits; organized workshops.
- Drafted, edited and translated magazines, newsletters and all other communication materials and articles.

##### Key Achievement

- Key contributor to sector analysis and to the definition of a sector strategy for the European Community, e.g.: Country Strategic Paper (CSP), National Indicative Programme (NIP).

#### **JOHN SNOW INC.**

Jan 2002 – Jan 2005

##### **COMMUNICATION SPECIALIST**

- Worked with the USAID-funded Healthy Mother/Healthy Child Project with the Ministry of Health and Population.
- Managed the editing department and developed communication materials.
- Drafted requests for proposals/quotations and bidding; evaluated proposals; negotiated contracts with subcontractors.

##### Key Achievements

- Edited 60 publications and revised the work of other editors to ensure the usage of prescribed technical formats.
- Developed a web site in collaboration with JSI Boston office to improve the project's online presence and to provide current and prospective stakeholders with vital information about business operations.

#### **CAIRO DEMOGRAPHIC CENTER (A UNITED NATIONS FUNDED AGENCY)**

Mar 1998 – Jan 2002

##### **TECHNICAL WRITER/TRANSLATOR/EDITOR**

- Prepared articles, bulletins, brochures and all technical monthly/quarterly/annual reports.
- Revised, edited and followed up with the designers and the print shops for printing different publications.