

Contact

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Location: Amman

School: School of Business: University of Jordan

Phone: 00962 796657421

Languages

English Arabic

Certifications

- **GTS** (Graduate teaching students):
 - ✓ Learning and Teaching in Higher Education.
 - ✓ Theories of learning and teaching.
 - ✓ Large group/small group teaching
 - ✓ Technology enhanced learning.
 - ✓ Inclusive teaching and classroom management
 - ✓ Assessment and feedback (for GTS students engaged in assessment).
- **LEAP** PhD Thesis writing
- Philosophical stance 1 & 2

Dr. Mohammad Atef AL-Momani

Summary

Prior to joining the University of Jordan, I have studied marketing and worked for several years in different positions within the marketing field. I attained a master's degree in business and marketing management from the University of Chester and awarded a PhD degree in marketing strategy from Salford Business School. The main focus of my research is in the area of Services Marketing comprises three key areas such as internal marketing strategy with a particular focus on frontline employee service performance and management, consumer behaviour and examining value co-creation in extended service encounters such as hospitality and hotel contexts.

Education

- **PhD in Marketing and business (2023)**
Salford Business School – Manchester, UK

Almomani, M. Understanding the Role of Servant Leadership in the Hospitality Sector: AN INTERNAL MARKETING STRATEGY PERSPECTIVE. (Thesis). University of Salford

- **MBA in International Marketing (2015)**
University of Chester – UK

Worked within the international study centre after the completion of the Master program that specialised in Marketing including International Marketing at Chester University.

- **Yarmouk University (2011)**
B.SC in marketing

- Inspirational Leadership
- Communication skills
- Sustainable business
- Chartered institute of marketing
- Commercial awareness for the legal sector
- IELTS
- PR (Public Relations)

Employment History

Marketing Coordinator / Student Ambassador

University of Salford – Manchester, UK (2020 – 2022)

Marketing Manager

Kempinski Hotel Amman - Amman, JO (2015 – 2017)

In charge of the hotel's marketing & PR department, Both online and offline, responsible for maximizing the hotel's revenues by developing programs to increase occupancy and make profitable use of its accommodation, meeting rooms and other leisure facilities. Besides, managing all social media channels along with the hotel website and other commercial sites, whilst coordinating marketing and promotional activities to meet guests' needs, working closely with sales and other departments to ensure guests are satisfied with the facilities and services.

Marketing Manager

Jordan American Food Company - Amman, JO (2015)

Managing the marketing department with its team by identifying, developing, setting, and evaluating marketing strategy; evaluating the financial aspects of product development, such as setting product budgets, expenditures, and research. Working with media leaders and marketing agencies. Negotiating contracts with vendors and distributors to manage product distribution and maximize profit. Formulate, direct and coordinate marketing activities and policies to promote products and services.

Administrator

University of Chester - Chester – 1st of Jan 2015 – 1st of May 2015

Looking after international students, dealing with student fees, attendance, timetables and technical problems. Communicating with students and lecturers to the international department to ensure that students are aware of the rules and providing all other departments with accurate information about any student. Meanwhile, working within a team of academic professionals, including professors, doctors, accountants, and other administrators.

Marketing Coordinator

Jordan American Food Company – Amman - 2011 - 2013

Working in marketing department as a marketing coordinator for Jordan American Food Company (franchise of Burger King, papa john's pizza and Fuddruckers). By Providing Offers for companies, groups, institutes and schools inside and outside our restaurants. Sales and public relations; Making competition intelligence reports (i.e., a weekly report highlighting the main competitor's marketing activities), advertising, writing promotions, market research, dealing with press and media booking, and developing marketing strategies of new product launches.

Events Planner

Amman, JO - 2006 - 2011