

IMAN M. AL HINDAWI
ARTS ADMINISTRATION EXPERT
1998 - 2019

Management of Not-for Profit Organizations | Arts & Cultural Management | Strategic Management & Partnerships |
Artistic Planning –Performing Arts | Events Management Expert | International Relations | Philanthropy |
Development & Fundraising |

M.A./Arts Management
Columbia University
New York-USA

IMAN M. AL HINDAWI

*M.A./Arts Management/Performing Arts
Columbia University, New York-USA*

Is a renowned personality and an experienced professional in the field of arts, arts administration, cultural management, events creation, management and organization of global live events. Al Hindawi's professional life reflects on *her Odyssey into the Ever-Expanding World of Arts and Culture* over the past twenty-five years. Spanning across the United States, Europe and the Arab world, her journey has been marked with extraordinary accomplishments and achievements.

Backed by a world class education from an IVY League University in the USA and a cosmopolitan city known as the Centre of Creativity, Al Hindawi has been blessed to be admitted into one of the most prestigious Universities and arts programs to graduate with a Master of Arts degree in Arts Administration from Columbia University, New York City, USA. Al Hindawi is the first Arab female holder of a graduate degree in arts administration with concentration on performing arts institutional development.

Al Hindawi has been awarded the privilege to establish and lead world class performing arts organizations and manage several arts institutions such as the Spring of Culture in Bahrain, the Royal Opera House Muscat (Muscat/Sultanate of Oman), King Abdulaziz Center for World Culture, ARAMCO/Saudi Arabia, the Middle East Center for Culture and Development (MECCAD) in New York/USA and Amman/Jordan, Institute for Cultural Enterprise (ICE) in New York/USA, Abu Dhabi Festival, Abu Dhabi, UAE, The Latin American Cultural Market, Salvador de Bahia/Brazil, The African Cultural Market, Los Angeles, USA.

Al Hindawi has managed world class live events and produced opera performances, mega concerts, conferences, forums and seminars on a global level. Al Hindawi has also managed, presented and produced artists and performing arts companies as --*just to name a few*): Maestro Placido Domingo; Maestro Andrea Bocelli; Maestro Daniel Barenboim; World class opera singers, Renee Fleming & Sarah Brightman; World Cellist Maestro Yo Yo Ma; Jazz legend Wynton Marsalis; World class opera directors Franco Zeffirelli and Gianni Quaranta; The Mariinsky Ballet, The Universal Ballet of Korea and the American Ballet Theater (ABT); Numerous Arab Divas, renowned, established and emerging artists; Artists from the Arab Diaspora in the United States and Europe. Furthermore, Al Hindawi has also been working with intellectuals and world renowned personalities from the creative industries from almost every corner in the world. Al Hindawi has also negotiated and created partnerships and collaboration agreements connecting

well established foundations and organizations from the United States, Europe, Africa and Latin America with their counterparts in the Arab world.

Al-Hindawi is a specialist in:

1. Artists management;
2. Designing and producing of mega live events;
3. Designing and implementing mega performing arts programs;
4. Designing international arts & culture festivals;
5. Establishing arts & culture institutions (from concept to development to operation);
6. Designing arts & culture programs;
7. Events management, corporate events, entertainment, sponsorships, strategic partnerships, marketing strategy and communication;
8. Engaging leading personalities and prestigious arts and culture institutions worldwide to seed new partnerships and actions;
9. Fundraising for arts & culture organizations;
10. Identifying funding opportunities for operational and institutional capacity building;
11. Representing the organization to key constituencies including Heads of States, high level government officials, corporate leaders, world class artists and leading arts organizations;
12. Institutionalizing arts and culture organizations and taking them from project to full organizational independence;
13. International programming and artists management;
14. Festivals and conference management;
15. Promoting arts and cultural entrepreneurship.

Major detailed areas of expertise include:

ARTIST MANAGEMENT:

1. Implementing key methods for success in artists management;
2. Creating innovative, values-based strategic plans to increase opportunities of success for the artists;
3. Identify artists at various stages of their career who represent potential candidates for the management venture;
4. Present concrete strategies to the artists in order to help accelerate their growth.

WORLD CLASS ARTISTIC PROGRAMMING & EVENTS MANAGEMENT:

1. As a significant part of the performing arts industry, Al Hindawi specializes in the development of high end artistic programs as well as the management, staffing and organization of mega arts and culture events.

GENERAL

1. Developing “Theatre Concepts” for newly established organizations and working collaboratively with the developers and other stakeholders to bring into reality;
2. Identifying opportunities and mobilizing resources for the organization;
3. Developing the vision of the organization;
4. Providing leadership for institutional growth and projects impact;
5. Developing master business plan for the organization;
6. Overseeing the implementation of the strategic goals and objectives of the organization;
7. Designing artistic, educational and community programs;
8. Managing staff, consultants, finances, and other assets of the organization;
9. Negotiating contracts and sustaining strategic partnerships with public institutions, private corporations, and independent organizations;
10. Producing reports for the board and donors;
11. Representing the organization globally.

ORGANIZATIONAL:

1. Building up the brand equity of the organization;
2. Overseeing the orderly growth of the organization nationwide, region wide and global wide;
3. Overseeing the branding, positioning, design, marketing, communication, promotion, delivery and quality of programs, products and services of the organization;
4. Assuring the organization and its mission, programs, products and services are consistently presented in strong, positive image to relevant stakeholders.

DEVELOPMENT:

1. Serving as Director of Development of the organization;
2. Developing and implementing a long-term fundraising/sponsorship plan to sustain the organization;
3. Establishing, managing and administering the organizations' Endowment Fund;
4. Writing grant applications and proposals;
5. Furnishing granting agencies with required progress reports;

6. Establishing policy related to membership dues and benefits.

BRANDING, MARKETING, COMMUNICATIONS & PUBLIC RELATIONS:

1. Designing, developing and implementing a 360 integrated marketing plan;
2. Developing the branding story in collaboration with professional branding experts;
3. Formulating the communication strategy;
4. Developing effective advertising and sales promotion;
5. Employing direct marketing and database marketing;
6. Strengthening press relations, maintaining excellent relations with the media (electronic and non-electronic mediums), organizing press conferences and preparing press releases;
7. Improving image and visibility through public relations and global partnerships.

FINANCIAL:

1. Planning and preparing the annual budget for the President/Board of Trustees approval;
2. Husbanding the financial resources of the organization;
3. Creating Investment Management.

Throughout her career, Al Hindawi has undertaken several initiatives that have changed the face of arts and culture in the Arab region and abroad. She has founded the Middle East Center for Culture and Development (MECCAD) in New York-USA and Amman-Jordan. MECCAD aimed at building and disseminating knowledge and expertise regarding the development and use of cultural resources for social, economic and human development in the Arab world. It has been the vision of Ms. Al-Hindawi to create MECCAD with the sole mission of bridging gaps and fostering a true understanding of Arab cultures by attempting to break down stereotypes portrayed images in the mass media and bringing to the public's attention the often overlooked aspects of Arab culture: its openness, richness and diversity.

Furthermore, Al-Hindawi has launched the first Arab International Cultural Market under the name of "Souk Ukaz; An International Cultural Market" in Amman, Jordan since the year 2001. "Souk Ukaz" is a multidisciplinary cultural market of ideas and experiences which stimulates creativity, awareness and understanding of Arab cultures through artistic and cultural activities. Since then, Souk Ukaz has transformed the landscape of the arts and culture sector in Jordan and many other Arab countries, allowing policymakers to reconsider government policies regarding the field. She has served as Advisor to the Minister of Culture in Jordan and headed a team of experts for the implementation of the "Reform and Restructure Plan for Media, Arts and Culture

Sector in Jordan”.

In addition, Al-Hindawi has been employed by international entities, and thus worked with reputable organizations such as the Institute for Cultural Enterprise (ICE) in New York. ICE is an organization dedicated to the promotion of cultural enterprises worldwide and the advancement of the notion of cultural entrepreneurship. She is part of several professional global networks and has managed global initiatives such as the successful hosting and the organization of the second edition of the “World Culture Forum”, the first of its kind in the Arab world organized under the Patronage of His Majesty King Abdullah II of Jordan in December 2005 at the shores of the Dead Sea. The Forum has attracted over 600 experts and professionals in the field of media, arts and culture and socioeconomic development. Other reputable organizations that Ms. AL Hindawi has worked with, include, “Weimar: The Cultural Capital of Europe 1999” in Germany, the International Music Council (IMC)/UNESCO based in Paris, the International Music Center (IMZ) based in Vienna, the Latin American Cultural Market based in Salvador de Bahia/Brazil (just to name a few). Besides, Al-Hindawi is an experienced fundraiser who has secured multi-year funding from several philanthropic organizations such as the Ford Foundation, the Rockefeller, Prince Claus Fund, the TEXACO Foundation and many other corporations such as NOKIA, NESTLE, and FASTLINK (to name a few).

Al Hindawi has worked on culture and tourism development for the Bahrain Economic Development Board (EDB) where she designed, planned, promoted, and produced the first annual cultural market “Spring of Culture” which is now a fully-fledged program since 2006. Since then, Al Hindawi has been hired by the Ministry of Culture in Bahrain to design yearly artistic programs for the Kingdom that promote arts and culture in general and cultural tourism in specific. Lately, Al Hindawi has been hired to design a year-long program for “Manama: Cultural Capital of the Arab World 2012” in Bahrain.

On the 1st of February 2009, Al Hindawi has been called on and hired by the Royal Court Affairs (RCA) in the Sultanate of Oman as the Chief Executive Officer (CEO) to spearhead the newly established “Royal Opera House (ROH) Muscat”, a state-of-the art venue and the first of its kind in the Gulf region. Al Hindawi was in command of the project from scratch for three consecutive years concluding with the world class launch of ROH Muscat in October 2011. The artistic program of the opening season of ROH Muscat, conceived and solely designed by Ms. Al Hindawi, proved to be a major success and its reputation exceeded the expectations of the opera world, thus positioning ROH Muscat as one of the emerging and leading organizations in the field.

Al Hindawi has recently been appointed to lend her consultation in the field of arts and culture to the under construction “King Abdulaziz Center for World Culture” located in Dhahran, Saudi Arabia and an initiative by ARAMCO. The project, when completed, is hoped to transform the face of the field, make a tangible and positive impact on human development in Saudi Arabia and inspire passion for knowledge, creativity and cross cultural engagement.

Al Hindawi is a dynamic worker who is regularly invited to speak at various gatherings dealing with issues related to the arts, culture, cultural entrepreneurship, woman rights, and socioeconomic development. She is a regular participant at the annual gatherings of the World Economic Forum (WEF) and FIKR Conferences of the Arab Thought Foundation, the Global Salzburg Seminar, just to name a few.

CURRICULUM VITAE

PERSONAL INFORMATION:

- ◆ **Full Name:** Iman Mohammad Al-Hindawi
- ◆ **Date of Birth:** 16 January 1968
- ◆ **Nationality:** Jordanian
- ◆ **Marital Status:** Single
- ◆ **Contact Details:**
 - 1) **Cell:** + 962-(0)79-593-5995 | Skype: iman.hindawi
 - 2) **E-mail:** iman.hindawi@hotmail.com

EDUCATION: Master of Arts, Arts Administration, Columbia University, New York/USA, 2000
Bachelor in Business Administration, Yarmouk University-Irbid- Jordan, 1989
Les Soeurs de Nazareth Ecole- Amman/Jordan
From Kindergarten to High School graduating in 1985

LANGUAGES: **Arabic:** Mother Tongue | **English:** Perfect | **French:** Well-written & spoken

COMPUTER SKILLS: Perfect knowledge of | **Microsoft Office** | **Salesforce:** Number 1 CRM solution for Development & Fundraising | **Wealth-X:** global ultra-high net worth intelligence and data company

INTERESTS & HOBBIES: Performing Arts including (*music, dance & theatre*), swimming & meditation

SKILLS: Communication, ability to work under pressure, strategic decision-maker, time management, self-motivation, critical eye for details, leadership, adaptability, teamwork, tenacity, creativity & a fabulous artistic flare

BRIEF SUMMARY OF EXPERIENCE:

- Backed by a world class education from an IVY League University in the USA and a cosmopolitan city known as the Centre of Creativity, Al Hindawi has been blessed to be admitted into one of the most prestigious Universities to graduate with a Master of Arts degree in Arts Administration from Columbia University, New York City, USA and is considered to be the first Arab female holder of a graduate degree in this specialization
- An experienced professional in the field of management of not-for profit organizations spanning across the Arab world, the United States and Europe
- Established, lead and have been hired by world class organizations in the Arab region, such as Queen Noor Al Hussein Foundation in Jordan, the Middle East Center for Culture and Development (MECCAD) in New York/USA, Institute for Cultural Enterprise (ICE) in New York/USA, the Economic Development Board (EDB) in Bahrain, Ministry of Culture in Bahrain, the Royal Court Affairs of Oman (Muscat/Sultanate of Oman), ARAMCO/Saudi Arabia, the Arab Foundations Forum (AFF), Abu Dhabi Music and Arts Foundation (ADMAF), Abu Dhabi, UAE, The Latin American Cultural Market, Salvador de Bahia/Brazil, The African Cultural Market, Los Angeles, USA among others
- Part of several professional global networks
- Have managed global initiatives such as the successful hosting and the organization of the second edition of the “World Culture Forum”,
- the first of its kind in the Arab world organized under the Patronage of His Majesty King Abdullah II of Jordan in December 2005 at the shores of the Dead Sea
- A strategic management expert who have yielded several successful partnerships among diverse organizations
- An experienced fundraiser who has secured multi-year funding from several philanthropic organizations such as the Ford Foundation, the Rockefeller, Prince Claus Fund, the TEXACO Foundation and many other corporations such as NOKIA, NESTLE, and FASTLINK (to name a few).

WORLDWIDE SPEAKING ENGAGEMENTS:

- A regular speaker/participant and presenter at world-class forums, conferences and

thought-settings at the annual gatherings of the Geneva Peace Forum, Paris Peace Forum, World Economic Forum (WEF), FIKR Conferences of the Arab Thought Foundation, the Global Salzburg Seminar, just to name a few.

QUALITIES, PERSONAL SPECIFICATIONS, ESSENTIAL SKILLS, EXPERIENCE & ATTRIBUTES:

- A proven record of engaging leading personalities and prestigious institutions worldwide to seed new strategic partnerships and actions
- A proven track record in harmonizing coordination between diverse stakeholders
- A far-sighted, issue-oriented and business minded professional
- A mastermind in “brokering professional relations” for the interest/s of diverse stakeholders
- A worldwide connections to Philanthropic organizations
- Excellent communication skills (Verbal/Non-verbal & public speaker)
- Conflict management ability and a natural problem solver
- A very empathetic personality who builds professional ties based on diplomacy, strategic directions, respect and sensitivity
- A leadership style based on motivating others and inspiring trust
- An active listener and a persuasive negotiator
- A professional and 360 approach to events management and operational delivery (*from conceptualization to execution*)
- A record of collaborative working, line management and leadership of small/medium and large teams
- Attention to details and ability to work under pressure
- Excellent written and oral communication skills
- Flexibility, commitment and the ability to multi-task
- Lead by example by exemplifying the values of the organization
- Maintain the profile of the work with external organizations and agencies and an active and positive ambassador
- Positive attitude towards work and tasks

- Previous track record of leading charities and not-for-profit international organizations
- Proven ability to develop and implement organizational strategies
- Proven ability to succeed in senior management roles
- Results oriented with the ability to make things happen
- Take a flexible approach to work and be willing to undertake other duties as reasonably requested
- Take part in training activities as appropriate
- Work to all legislation and policies of the organization
- An altruistic and empathetic personality with focus on heightened social awareness
- A natural doing-good personality

PROFESSIONAL EXPERIENCE:

August 1 2018 - Present

Independent Consultant On:

Management of Not-for Profit Organizations
| Arts and Culture | Development and
Fundraising | Strategic Philanthropy | Global
Live Events | & Business Development |

Clients Include:

Salzburg Global Seminar

Fundraising, Development & Strategic
Outreach to MENA
Salzburg – Austria
October 2018 – Present (ongoing)

Saudi Arabia Government

Museum Industry, Best Practices in Setting
Up Cultural Centers/Programs & Cultural
Private Funding across KSA
October 2018 – Present (ongoing)

Arab Foundations Forum (AFF)

Fundraising, Development & Strategic
Outreach in MENA
Arab Region
May 1st 2019-15th July 2019

NAUA

Global Development & Fundraising
June 2018-October 2018
Jordan, the Arab region and globally

Consultant to Alpha Sights

UAE, KSA, Germany
Ongoing

GLG – Gerson Lehman Group

Gulf Region
Ongoing

June 22 2016 – 31 July 2018

**Director (full-time): Development &
Fundraising**

Generations For Peace
Jordan, USA & Europe

November 2011 – May 2016

**Independent Arts, Culture, Development
& Global Live Events Expert:**

	<p><u>Executive Producer & Project Director</u> “World Tourism Day” Ministry of Culture/Kingdom of Bahrain</p>
	<p><u>Artistic Director and Executive Producer</u> “Manama: Cultural Capital of the Arab World 2012” Ministry of Culture/Kingdom of Bahrain</p>
	<p><u>Senior Advisor for Arts & Culture Events</u> ARAMCO/King Abdulaziz Center for World Culture Dhahran – Saudi Arabia</p>
	<p><u>Head of Artistic Programming & Cultural Relations</u> Abu Dhabi Music & Arts Foundation (ADMAF) & Abu Dhabi Festival Abu Dhabi – United Arab Emirates</p>
1 February 2009- November 2011	<p><u>Chief Executive Officer</u> Royal Opera House (ROH) Muscat Royal Court Affairs/Sultanate of Oman</p>
March 2010 – November 2011	<p><u>Artistic Director & Executive Producer</u> Royal Opera House (ROH) Muscat Official Opening Season</p>
September 2010 – December 2010	<p><u>Artistic Director & Executive Producer</u> Royal Opera House (ROH) Muscat Pre Launch Season</p>
August 2000-January 2009	<p><u>Founder & CEO</u> Middle East Center for Culture and Development (MECCAD) Amman-Jordan & New York-USA</p>
July – August 2009	<p><u>Festival Curator</u> Bahrain Summer Festival 2009 Ministry of Culture/Kingdom of Bahrain</p>
August 2001-2008	<p><u>Festival Director & Producer</u> “Souk Ukaz; an International Cultural Market” Amman/Jordan</p>
August 2001-2009	<p><u>Professional Fundraiser for Arts & Culture Organizations</u> The Institute for Cultural Enterprise (ICE) in New York-USA, MECCAD in New York-</p>

USA and Amman-Jordan, Cultural Engineering Dubai (CED), Dubai-United Arab Emirates, Spring of Culture, Bahrain, and the World Culture Forum 2005, Dead Sea-Jordan

June-August 2006

Festival Director

“Homs International Festivals” organized under the auspices of the Homs Municipality in Syria.

December 2005-March 2006

Festival Curator

“Spring of Culture” organized under the auspices of the Ministry of Culture Economic Development Board in Bahrain.

July 2004-September 2005

Chairperson, World Culture Forum 2005 Planning Committee (Vienna-Austria)

World Culture Forum 2nd edition, Dead Sea/Jordan Dec. 2005

November 2004 –July 2005

Advisor to Her Excellency the Minister of Culture in Amman-Jordan on “The Reform and Restructure Plan for Media, Arts & Culture”

Consultant and Team Leader at the Ministry of Culture in Amman-Jordan on designing and implementing the “Reform and Restructure Plan for Media, Arts and Culture” in Jordan which was adopted by the Jordanian Government in August 2004.

May 2002 – August 2002

Middle East Center for Culture and Development, Independent Contractor/ UNESCO Headquarters (Paris-France)

Survey on institutions and centers providing training for cultural development professionals in Europe, Central Asia and the Caucasus Region: Arab Network of Cultural Administration Training Centers.

September 2002-October 2005

Managing Director

Cultural Engineering Dubai (CED)-Dubai-UAE

Managed all operations of the organization and negotiated key partnerships for institutional development.

August 2000 – April 2002

Project Manager & Program Officer

Institute for Cultural Enterprise (ICE)
Coordinated the recruitment and the training
of international cultural entrepreneurs
New York City/USA.

April 1999-2005

Professional Training on Philanthropy

Ford Foundation
New York/USA

June 1999 - August 1999

Program Officer, “Weimar; the Cultural Capital of Europe”

Worked directly with World Renowned Conductor Maestro Daniel Barenboim and Cellist Yo-Yo Ma and the late Professor Edward Said on the creation and implementation of - “The West-Eastern Divan Workshop & Orchestra”
Weimar-Germany.

June 1989 – August 1998

Deputy Director General

National Music Conservatory/Noor Al-Hussein Foundation
Amman – Jorda

