

Mayyada Abu-Jaber

Mayyada Abu Jaber is a dynamic and inspirational leader, with a passion for innovation and social entrepreneurship to drive economic, social and educational development, and over 20 years' experience of leading strategy, organization development and international projects. Mayyada is currently the founder and CEO of the World of Letters (WoL), a social enterprise dedicated to promoting quality education in the MENA region by developing innovative resources in the Arabic language. Mayyada was the founding CEO of the Jordan EFE and created the first demand driven model to generate employment, gained commitment from the private sector, set up private/public partnerships, raised funds and trained 4000 youth in Jordan. She was invited by President Clinton to share her expertise at the Clinton Global Initiative, 2011. More recently, Mayyada was selected as a Brookings Institution global scholar to evaluate gender bias with regards to Womenomics in the national Jordanian curriculum. Mayyada recommended policies and strategies to address evidence of inequality. Mayyada directed many educational projects and worked closely on the Education Reform for Knowledge Economy (ERfKE) at the Ministry of Education. She assisted the ministry in reviewing and refining the MIS curriculum and initiated the first School-to-Career program at the ministry. Mayyada served as an educational consultant at the office of Her Majesty Queen Rania Abdullah II. Earlier in her career, Mayyada was the outreach director at the Royal Society for the Conservation of Nature (RSCN), where she led the regional training programs and was recognised as a master trainer in advocacy and environmental education. Mayyada Carried out environmental education and advocacy workshops in Jordan, Syria and Lebanon with the participation of countries from the MENA region.

Mayyada serves on the board of the Arab Network for Environmental Ethics, the Royal Health Awareness Society and the Jordan PNB chapter. Mayyada received her Master's degree in Environmental Geology at Duke University and is fluent in Arabic, English and Pashtu.