**Huma Imdad**
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## PROFESSIONAL SUMMARY

Innovator and researcher seeking to use my experience with social science and analysis to contribute to the success of academia. Driven by passion for qualitative research and enthusiasm for discovery. Investigative personality motivates me to perform all work tasks thoroughly. Meticulous planner and organizer, adept at tracking and responding to numerous details. Proficient with multiple project management software and statistical analysis software.

## EDUCATION

2024-2028: PhD in Entrepreneurship & Innovation, Heriot Watt University. Field of Research: Entrepreneurship, Innovation, Technology
Dissertation Title: *Comparative analysis of incubators and accelerators in the UAE and UK and studying HWUD as a business enterprise.*
2020-2022: MS in Development Studies**,** Institute of Management Sciences, Pakistan.
Field of Research: Technology, Entrepreneurship & Innovation
Dissertation Title: *Technology Adoption in Rural and Urban Women Entrepreneurs: An Exploratory Study*
2008-2010: Master's in Business Administration, Institute of Management Sciences, Pakistan Field of Research: Marketing, Project Management, Business Management
Dissertation Title: *Impact of Negative Publicity on Celebrity Endorsement: Qualitative Case Study*
2003-2006: Bachelor's in Fine Arts with Additional English, Political Science & Islamic Jurisprudence, University of Peshawar, Pakistan

## ACADEMIC RESEARCH

Imdad, H. (2023). Access to Finance for Entrepreneurs in MENA Region. CARC Research in Social Sciences, 2(1), 01–07. https://doi.org/10.58329/criss.v2i1.13
Imdad, H. (2022). Exploration of Technology Adoption in Urban & Rural Women Entrepreneurs of Peshawar. CARC Research in Social Sciences, 1(2), 30–37. https://doi.org/10.58329/criss.v1i2.9
Book Published: Factors Affecting Technology Adoption in Entrepreneurs
Focus: Urban & Rural Women Entrepreneurs in Pakistan **ISBN:**978-620-6-15728-1

## PROFESSIONAL EXPERIENCE

**Incubator Manager-Enterprise Executive (Sustainability, Innovation, Net Zero)**
**Heriot Watt University, UAE Jan 2023-Present**

-Managing all aspects of the incubation process, working on programs and campaigns, engaging the external ecosystem on the value of technology.
-Working closely with entrepreneurs, investors, and the wider community to drive the growth and success of the incubator and its startups.
- Developing and implementing marketing, business growth and commercial strategies; evaluating strategic alternatives and key areas of improvement;
- Shaping product/service offering and adapting business models to better fit market needs.

-Developing and implementing metrics to measure the progress and success of startups.

**Entrepreneur in Residence (Innovation & Sustainability)**
**Rainmaking MENA-Startupbootcamp MENA Oct 2022-Mar 2023**

-Provided strategic guidance, mentorship, and expertise to the team, while actively driving the development and implementation of innovative and sustainable initiatives. Fostered a culture of creativity and idea generation, encouraging team members to think outside the box and contribute innovative solutions.
-Led and managed innovation bootcamps from ideation to execution for more than 580 startups, ensuring successful implementation and achievement of project objectives.

**Technical Advisor (Research Track: Innovation & Sustainability)**
**Helvetas Swiss Inter-cooperation, PAK Sept 2019-Dec 2022**

-Researched, analyzed and assessed the cross-sectoral project interventions and identified systemic theories of change, learning and developing studies to derive project impacts to mainstream policy input and to improve public-private partnerships through sustainable strategies, innovative approaches and technical support.
-Successfully developed improved market approaches for different value chains in partnership with the government departments and supported a value-added return on investment analysis for the interventions.
-Successfully authored several studies and knowledge materials regarding technical skills development, Tourism Development, Improved Employability, Sustainable Environment, Livelihoods & Livestock Value Chains, and Improved Market System Development.
-Developed a research study on the effect of a project by HSI in the Newly Merged Districts of Khyber Pakhtunkhwa, Pakistan, to measure its contribution on the economy and wealth generation in the region. Performed multiple studies as related to the research project.

**Programs Coordinator (Research Track: Sustainable & Scalable Solutions to 21st century problems and International Policy)**
**Halcyon Incubator, USA May 2018-Sept 2019**

-Developed Halcyon's Methodology for licensing and a dashboard to analyze market trends for business development in new thematic areas including social inclusion, social impact, health solutions, FinTech, and gender equality.
-Developed Social Enterprise Ecosystem Reports 2018-2019-2020 to measure ecosystems around the US and the MENA region.
-Conducted social experiments using programs for 350 social enterprises and analyzed data with multiple research tools to test Halcyon's newly developed methodology.

**Project-Based Research Coordinator (Research Track: Food for Education) UNWFP**
**Third Party Monitoring, PAK Aug 2016-Mar 2018**

-Led the analysis, advocacy and documentation of the Food for Education program and its impacts and results on socioeconomic, nutrition and education outcomes and the completion of all reporting obligations and identified lessons learnt and best practices established for use in scaling up of cash and food program interventions.

**Project-Based Researcher & Reporter (Research Track: Food for Education) UNWFP**
**Third Party Monitoring, PAK Jun 2015-Jul 2016**

-Established and strengthened the monitoring and evaluation systems and processes, including the FFE project in effective performance tracking and better use of data and information collected from the field,

developed of toolkits for data entry, digitalization of data, creation of dashboards, undertaking of trend analysis and high-quality donor reporting.

**Project Manager (UNODC HIV Prevention, Treatment & Cure Project)**
**DOST Welfare Organization, PAK Sept 2014-Jun 2015**

-Managed 7 projects to collaborate and liaise with technical partners, donors and grant agencies for project management, consultation, knowledge extraction and technical input for various project activities. Managed 19 study teams, the project and research directors from UNODC, coordinated fieldwork initiatives, and conducted 23 post-research analyses and evaluations to interpret research data, author research reports, and made actionable recommendations to all stakeholders involved.

**Academic Coordinator & Visiting Faculty**
**BRAINS Post Graduate Institute, PAK May 2013-Aug 2015**

-Collected data and completed academic program assessment reports as required. Developed ideas for promoting research areas and influencing leading edge practice. Developed ideas for application of research outcomes. Taught Business Communication, Principles of Marketing, Entrepreneurship 101, English as a compulsory Subject, Business Management to undergraduate students on adjunct track.

**Researcher (Protection projects by multiple donors)**
**DOST Welfare Organization, PAK Feb 2010-Apr 2012**

-Developed research objectives, 7 projects, and over 35 proposals, undertook research, and evaluated outcomes. Contributed to 17 publications and disseminated research findings using media appropriate to the discipline.

## RESEARCH & TEACHING INTERESTS

-Entrepreneurship
-Sustainable Innovation
-Sustainable Development
-Business Management
-Impact studies of development projects
-Design Thinking
-Business Management
-Business Modelling

## GRANTS & AWARDS

Helvetas Swiss Inter-cooperation Research Grant, 2020-21
National Incubation Center Fellowship, PAK 2020
US Department of State Fellowship, USA 2018

## TECHNICAL SKILLS

-Trained in principles and methods of social science research
-Extensive experience using SPSS to perform data analysis tasks

SPSS, Tableau (basic), MS Office 365, Salesforce, MS Project, Google Features, Adobe Photoshop, Multiple online tools like KOBO, Trello.

## LANGUAGES

- English: Speak, Read, and Write
- Arabic: Read
- Urdu: Speak, Read, and Write
- French: Speak and Read
- Pashto: Native