

Nour KHRAIS

Founder and CEO

+962796499921

nour@maysalward.com

Jordan, Amman, 24 King Hussein Business Park

A renowned Jordanian Appreneur with over **24 years of experience in mobile games and value-added services**. He pioneered the mobile gaming landscape in the Middle East by founding **Maysalward in 2003**. With degrees in international business, mobile communications, and agricultural engineering, KHRAIS's diverse education has been pivotal to his success.

His doctoral thesis delves into the importance of culturalization in Middle Eastern mobile games. Recognized for his industry contributions, he received the **Medal of Excellence from King Abdullah II** in 2017, the **Centenary Medal in 2022**, and the esteemed **Mobile Legend award** in 2023. KHRAIS remains a driving force in mobile gaming, known for his innovation and dedication to excellence.



Date of birth: 16 July 1977

Place of birth: Amman

Experience

July 1999 - April 2000
Business Development Director
Info2Cell / Amman

- Collaborated closely with the Director of Business Development to identify and engage potential content partners, including GSM operators and portals, within designated regions.
- Formulated and recommended strategic plans, business contracts, and partnership approaches in alignment with overarching management directives.
- Spearheaded the implementation of departmental policies, ensuring adherence to approved pricing models, advertising campaigns, and joint venture agreements. Regularly proposed enhancements to optimize operational efficiency.
- Partnered with the Technical team to establish guidelines, guaranteeing the timely delivery and exceptional quality of services.
- Played a pivotal role in crafting both short-term and long-term corporate content business development strategies.

April 2000 - January 2001
Content Business Development Manager
Yalla Powered by British Telecom(Yalla Misr) / Egypt, Cairo

Education

○ **Doctoral**
2021 - 2023
EENI Business School
Spain, Tarragona
Impact of Culturalization and Internationalization on Publishing and Marketing Mobile Games. With Business Model For The Middle East and North Africa.

○ **Master of Business Administration (MBA)**
2007 - 2009
EENI BUSINESS SCHOOL
Spain
Master in International Business, Global Marketing and Internationalization

○ **Diploma**
2008 - 2008

- Spearheaded the design of innovative internet portals and vortals, resulting in a significant boost in website traffic by integrating interactive content.
- Led the conceptualization and high-level design of e-business infrastructure solutions.
- Formulated and presented a comprehensive e-payment solution to the Algerian government, leveraging Oracle e-products and diverse payment modalities.
- Conceptualized and designed a range of e-malls and e-shops tailored to various portal needs.
- Negotiated and finalized partnership agreements, ensuring optimal content collaboration.
- Served as the primary liaison manager, coordinating with cross-functional teams to guarantee cohesive branding, seamless deployment, and consistent support.
- Played a key role in the design, development, and deployment of next-generation WAP and SMS infrastructure applications.

January 2001 – March 2002

Content Business Development Manager

Info2Cell / Jordan and UAE, Amman and Dubai

- Orchestrated a comprehensive marketing plan for Content, Products, and Services, emphasizing VAS (Value-Added Services) and Data optimization.
- Led the strategic planning and rollout of new products and services across short, medium, and long-term horizons. Coordinated RFP creation and facilitated vendor selection in collaboration with the Technical and IT departments.
- Oversaw end-to-end product implementation and testing, establishing business simulation scenarios and user acceptance test criteria to ensure optimal outcomes.
- Directed the training initiatives for Sales and Customer Service teams on mobile value-added services. Conducted in-depth SWOT analyses for existing and prospective products and services, while closely monitoring market competitors in partnership with the Market Research Department.

March 2002 – August 2002

IT Business Development Manager

Consolidated Gulf Co. / Qatar, Doha

Represented Consolidated Gulf Co., a prestigious enterprise in Qatar, chaired by H.E. Sheikh Abdul Aziz Abdul Rahman Hamad Al Thani, a respected member of the Royal Family.

Upheld the company's 17-year legacy of excellence, diversifying its portfolio across Telecommunication, Information Technology, and Instrumentation sectors.

Ensured meticulous representation and management of global brands, overseeing projects from inception to successful contract completion.

Spearheaded the IT Division, guaranteeing an optimal technical framework for efficient operations.

Collaborated with multiple company divisions, formulating feasibility studies for IT-driven projects.

Forged a strategic partnership with the Nokia Sales Office, leading the development and implementation of a CRM and Ticketing System.

August 2002 – November 2003

Swapcom logo International Sales Manager

Swapcom / France, Paris

In my role as an International Sales Manager, I specialized in the Middle East, North African, and Turkish markets. My key responsibilities included:

- Proactively identifying emerging market sectors and potential product opportunities.

Informa Telecoms Tech Academy

United Kingdom

Diploma in Mobile Telecommunication

Bachelor of Science (BS)

1995 – 1999

University of Jordan

Jordan

Agriculture Engineering-Plant Protection

Skills

Leadership ● ● ● ● ● ●

Decision Making ● ● ● ● ● ●

Project Management ● ● ● ● ● ●

Strategic Thinking ● ● ● ● ● ●

Public Speaking ● ● ● ● ● ●

Awards

○ The Mobile Legend

○ King Abdullah II Bin Al Hussein honored Khrais with the third-degree Medal of Excellence.

○ Jordan Centennial Medal

Languages

English

French

Arabic

Courses

○ Certified Scrum Master

2011

Scrum Alliance

○ Entrepreneurship Training Workshop

2010

Empretec Jordan

○ Leading From the Center

2010

Duke Corporate Education

- Leading negotiations with key players in the Mobile Telecom industry, including GSM operators and Service Providers.
- Sustaining robust relationships with clients, ensuring consistent communication and securing repeat business.
- Spearheading sales and business development initiatives for the Middle East North Africa (MENA) region, culminating in the successful negotiation of three significant international contracts valued at approximately Euro 1m.
- Notably, managed and secured a prominent project with Al Jazeera Mobile in collaboration with Al Majaz-Qatar.

November 2003 - Now

Founder and CEO

Maysalward / Jordan and United Kingdom, Amman and Leamington Spa

Strategic Vision & Leadership:

- Set the company's strategic direction aligned with Maysalward's mission and values.
- Lead with a clear vision, promoting innovation, excellence, and growth.

Business Development & Expansion:

- Identify and capitalize on new business opportunities.
- Ensure Maysalward's growth and expansion both regionally and globally.

Stakeholder Relations:

- Foster relationships with key stakeholders, including investors, partners, and clients.
- Represent Maysalward at industry events and conferences.

Product Oversight:

- Oversee game development, launch, and scaling.
- Ensure products are innovative and culturally relevant.
- Financial Management:
 - Oversee budgeting, forecasting, and financial planning.
 - Make informed decisions on investments and resources.

Team Leadership & Development:

- Lead and mentor a diverse team.
- Foster collaboration, creativity, and continuous learning.
- Operational Excellence:
 - Streamline operations across all departments.
 - Ensure efficiency from game development to customer support.

Community & Social Responsibility:

- Uphold Maysalward's commitment to social responsibility.
- Partner with organizations like the Jordan Gaming Lab and support local initiatives.


Brand Ambassador:

- Represent Maysalward, promoting its reputation and values.
- Engage both internally and externally with integrity.
- Risk Management:

Links

<https://www.nourkhrais.com>

<https://www.maysalward.com>

 [nourkhrais](#)

Hobbies

Reading

Photography

Video games

Cooking

Traveling

- Identify and strategize against potential risks.
- Ensure company resilience in a dynamic industry.

Membership

November 2018 - November 2020

Board Member King Abdullah II For Development.

Jordan, Amman

A Royal Decree Appointed as King Abdullah Fund for Development (KAFD) board of trustees.

January 2011 - Now

Chairman of Jordan Gaming Task Force

Jordan, Amman

The Jordan Gaming Development Task Force is an open and independent coalition of Jordan's premier gaming companies. , The Task Force's objective is to advance Jordan's gaming development capacity and help propel Jordanian gaming on a local, regional, and international scale.

Various stakeholders believe that Jordan stands a serious chance to become the Interactive Games ("IG") Development capital of the Middle East, in which original content meant for the local and global market is generated in Jordan.

1998 - 1999

Elected Member and president of Student Council Faculty of Agriculture

Jordan, Amman