

Nour KHRAIS

Founder and CEO

+962796499921

nour@maysalward.com

Jordan, Amman, 24 King Hussein Business Park

I am a renowned Jordanian entrepreneur in the mobile games industry with a 24-year career. In 2003, I founded Maysalward Mobile Game Studio, pioneering in shaping the mobile gaming landscape in the Middle East. I hold a doctorate in World Trade and a Master's degree in International Business, in addition to a diploma in Mobile Communications and a bachelor's in Agricultural Engineering.

My contributions have earned recognition, including the King Abdullah II Medal of Excellence in 2017 and the Centenary Medal in 2022. In 2003, I received the Mobile Legend award from the Mobile Games Awards.



Date of birth: 16 July 1977

Place of birth: Amman



Experience

July 1999 - April 2000

Business Development Director

Info2Cell / Amman

In my role, I closely collaborated with the Director of Business Development to identify and engage potential content partners, including GSM operators and portals, in designated regions.

- I was pivotal in formulating strategic plans, business contracts, and partnership approaches aligned with management directives.
- I spearheaded the implementation of departmental policies, ensuring adherence to approved pricing models, advertising campaigns, and joint venture agreements.
- I consistently proposed efficiency enhancements.
- I partnered with the Technical team to establish guidelines for timely delivery and exceptional service quality.
- I was key in crafting 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

Throughout my career, I've pioneered the creation of innovative internet portals and vortals, driving substantial increases in website traffic through interactive content integration.

Education

Doctorate in World Trade

2020 - 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

Informa Telecoms Tech Academy

United Kingdom

Diploma in Mobile Telecommunication

- I led the conceptualization and high-level design of e-business infrastructure solutions, enhancing efficiency and effectiveness.
- I devised and presented a comprehensive e-payment solution to the Algerian government, leveraging Oracle e-products and diverse payment methods.
- I conceptualized and designed a range of e-malls and e-shops tailored to diverse portal requirements, ensuring seamless user experiences.
- I successfully negotiated and finalized partnership agreements to foster optimal content collaboration.
- As the primary liaison manager, I coordinated cross-functional teams to ensure cohesive branding, seamless deployment, and consistent support.
- I played a pivotal role in designing, developing, and deploying next-generation WAP and SMS infrastructure applications, staying at the forefront of technological advancements.

January 2001 - March 2002

Content Business Development Manager

Info2Cell / Jordan and UAE, Amman and Dubai

In my role, I devised and executed a comprehensive marketing strategy for Content, Products, and Services, primarily focusing on Value-Added Services (VAS) and Data optimization.

- Led strategic planning and introduced new offerings across short-, medium-, and long-term horizons.
- Collaborated with Technical and IT departments to create Request for Proposal (RFP) documents and facilitate vendor selection.
- Managed end-to-end product implementation and testing, including the development of business simulation scenarios and user acceptance test criteria for optimal results.
- Oversaw training programs for Sales and Customer Service teams, enhancing their proficiency in mobile value-added services.
- Conducted comprehensive 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

While working at Consolidated Gulf Co., an esteemed enterprise in Qatar led by H.E. Sheikh Abdul Aziz Abdul Rahman Hamad Al Thani, a distinguished member of the Qatari Royal Family, I played a crucial role in maintaining the company's business reputation.

- I successfully diversified portfolios across the Telecommunication, Information Technology, and Instrumentation sectors, expanding the company's reach and impact.
- I oversaw global brand representation and project management, ensuring the successful completion of contracts.
- As the leader of the IT Division, I optimized technical frameworks for enhanced operational efficiency.
- I collaborated across functions to contribute to formulating IT-driven project feasibility studies.
- Furthermore, I established a strategic partnership with the Nokia Sales Office, driving the development and implementation of a CRM and Ticketing System.

August 2002 - November 2003

Swapcom International Sales Manager

Swapcom / France, Paris

Experienced International Sales Manager specialized in the Middle East, North African, and Turkish markets.

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

Links

<https://www.nourkhrais.com>

- Proven track record in identifying emerging market sectors and product opportunities.
- Skilled in negotiating with key players in the Mobile Telecom industry, including GSM operators and Service Providers.
- Proficient in building and sustaining strong client relationships, ensuring consistent communication and repeat business.
- Successfully spearheaded sales and business development for the MENA region, resulting in the negotiation of three significant international contracts valued at approximately Euro 1m.
- Managed and secured a prominent project with Al Jazeera Mobile in collaboration with Local Partner Al Majaz-Qatar.

<https://www.maysalward.com>

 nourkhrais

Hobbies

Reading

Photography

Video games

Cooking

Traveling

November 2003 - Now

Founder and CEO

Maysalward / Jordan and United Kingdom, Amman and Leamington Spa

Results-driven professional with expertise in leadership, business development, stakeholder relations, product management, financial oversight, team development, operational excellence, social responsibility, brand representation, and risk management.

- Proven track record in setting strategic direction aligned with company mission and values, driving innovation and growth.
- Skilled in identifying and capitalizing on new business opportunities for regional and global expansion.
- Adept at fostering relationships with key stakeholders, representing the company at industry events, and managing budgets.
- Experienced in leading and mentoring diverse teams, streamlining operations, upholding social responsibility commitments, and safeguarding against potential risks.

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