Faculty C.V.

1.   **Name and date of birth**   Iqbal AlHaddad   27th March 1961

2.   **Academic Rank**   Instructor   Full-time

3.   **Degrees**   MA, Management & Human Relations, Webster University Geneva, 1983
              B.Sc., International Business Studies, American College of Switzerland, 1982

4.   **Service at this Institution** September 2009

5.   **Professional Experience**

    September 2009 – Present – AUK
    Instructor – Teaching Upper Level Advertising and Public Relations courses

    July 2008 – September 2010 – National Bank of Kuwait
    Advisor/Consultant to Group CEO – Corporate Communications Department

    September 1991 – July 2008
    - Head of Corporate Communications Department / Executive Manager

    November 1988 – September 1991   National Bank of Kuwait
    Analyst (Marketing Development Department)

    July 1986 – November 1988   National Bank of Kuwait
    Supervisor (Treasury Operations)
       - (Settlements and Contracts Unit)
       -(Investigations Unit)

    February 1985 – July 1986
    Systems Analyst (Data Services Division)

    December 1983 – February 1985
    Project Analyst (Production, Planning and Control Department/ Operations Division)

6.   **Consulting Experience**
    July 2008 – September 2010   - National Bank of Kuwait
    Advisor/Consultant to Group CEO – Advertisement Department

7.   **Professional Registration**   N/A

8.   **Publications**   N/A

9. **Membership in Professional Societies**
Vice President of International Advertising Association Kuwait Chapter Jan.2010 – present
Kuwait Representative for Cannes Lions Festival January 2012 - present
Member of Kuwait Public Relations Association March 2014 – present
Kuwait Representative for Dubai Lynx January 2012 – present
Member of Arab Media Forum 31 December 2013 – present

10. **Patents, Honors and awards** N/A

11. **Courses taught for the last 5 years:**

    a) **Academic Courses**

    Fall 2021:
    COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

    COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

    Spring 2021:
    COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 425, International Public Relations Case Studies (1 Section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 101 Introduction to Mass Communications (1 Section, 2.5 hours/week), computer lab, day class, undergraduate level

    Fall 2020:
    COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

    COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

Spring 2020:
COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 425, International Public Relations Case Studies (1 Section, 2.5 hours/week), computer lab, day class, undergraduate level

Fall 2019:
COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

Spring 2019:
COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

Fall 2018:
COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

Spring2018:

COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

Fall 2017:

COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

Spring2017:

COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

Fall 2016:

COMM 360, Public Relations Writing, (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 402, Public Relations Campaigns (1 section, 2.5 hours/week), computer lab, day class, undergraduate level

COMM 460 Advertising Campaigns (1 section 2.5hours/week. Computer lab, day class, undergraduate level

COMM 455 Advertising Media Planning (1 section, 2.5 hours/week), traditional classroom, day class, undergraduate level

COMM 455 Advertising Media Planning, Independent Study, undergraduate level

   b) <u>Intensive professional short courses</u>
      N/A
   c) <u>Community Service courses</u>
      Chaperone for AUKause trip to Kenya 25th December 2016 – 2nd January 2017

12. **Other Duties**
   a) Department
      N/A
   b) College level
      Media Club Advisor (Spring 16)
   c) Institution level
      Advisor to The Voice -AUK's official newspaper (Spring 16)
      Member of the Service Learning Committee at AUK
      Member of the Grade Appeal Committee at AUK
      Annually organized three Apprentice Conference at AUK for COMM and other students
   d) Outside the institution
      Selected as one of the jury members for the Creative Advertising Awards 12th December 2018
      International Advertising Association (2 hours/week)

13. **Research**
   Research Grants

14. Participation in Specific Programs for the past 5 years:

Cannes Lions Rep Meeting	London	21st-22nd October 2019
Cannes Lions Festival	Cannes France	17th -21st June 2019
Arab Media Forum	JACC	21st-22nd April 2019
The 3rd Apprentice Conference	AUK	19th-20th March 2019
Dubai Lynx	Madinat Jumeirah Dubai	11th-12th March 2019
IAA World Congress	Kochi India	20th-22nd February 2019

Jury Member in Creative Advertising Awards Crowne Plaza		12th December 2018
Productivity Engagement & Peak Performance Hilton		11th December 2018
Experiential Working Workshop	Hilton	4th December 2018
The Productive Leader	Hilton	18th November 2018
Cannes Lions Rep Meeting	Le Meridien London	29th-30th October 2018
Happiness Effect Conference	Symphony	18th September 2018
Peer Coaching	Jumeirah Messilah	9th August 2018
Cannes Lions Festival	Cannes France	18th-22nd June 2018
LifeHack BootCamp	Hilton	9th May 2018
2nd IAA Apprentice Conference	AUK	29th April 2018
HR Development in the Middle East	Hilton	11th April 2018
The Seen Conference	GUST	9th April 2018
The Social Media Effect on Relationships Jumeirah		6th March 2018
Enhancing Educational Opportunities Marriott Malaysia		19th – 20th January 2018
Horeca's Hospitality Forum	Kuwait Int'l Exhibition	15th January 2018
Innovation Around the Box	KFAS	9th January 2018
Leading Winning Teams Workshop	Jumeirah	19th December 2017
The New Era of Scale Up Entrepreneurship Mazaya		13th December 2017
Leading Innovation in your Organization KFAS		5th December 2017
Present with Impact Workshop	Hilton	5th December 2017
EuroBest Festival	Victoria House London	28th -30th November 2017
Bee A Great Leader Workshop	Hilton	16th November 2017
Accountability & Ownership at the WorkPlace Hilton		31st October 2017
Cyber Security Seminar	Jumeirah	29th October 2017
Tmkeen Conference	JACC	23rd -25th October 2017
Arab Net Conference	Arraya Ballroom	18th October 2017
Making Strategy Happen Workshop	Hilton	10th October 2017
Better & Faster Seminar	Kuwait Chamber of Commerce	9th October 2017
The 7 Dimensions of Future of Work	Hilton	24th September 2017
Culture Builder Bootcamp	Hilton	14th September 2017
IAA Apprentice Conference	AUK	6th April 2017
Arab Media Forum	Regency Hotel	23rd & 24th April 2017
Arab Media Creativity Awards	Arraya Ballroom	12th December 2016
Happiness Seminar	Symphony Hotel	6th December 2016
Characteristics of Effective Teaching	KU	29th November 2016
Amideast Youth Seminar	Marina Hotel	15th November 2016
Yielding Positive Results by Paul Rigby	Jumeirah	15th November 2016
IAA Apprentice Conference	Dubai Emirates	11th -12th Nov. 2016
Tmkeen Conference	Arraya Ballroom	25th & 26th Oct. 2016
Companies Don't Succeed, People Do by Bob Nelson 2		3rd October 2016
Toastmasters lecture	Kuwait Chamber of Commerce	18th October 2016
Arab Net Digital Conference	Crowne Plaza	4th October 2016
The Leadership Challenge by Jim Kouzes	Jumeirah	25th September 2016
Intellectual Property Rights	KIPCO	18th May 2016
Authentic Leadership by Betsy Myers	Salwa Hall	9th May 2016
The Digital Transformation for Organizations	Science Po Paris	18th-22nd April 16