

## Contact

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(LinkedIn)

## Top Skills

Entrepreneurship  
Entrepreneurial marketing  
AI enabled digital marketing

## Certifications

Personal Branding Master  
AI copilot diploma  
University based Incubators TOT, Pre-Incubation program  
Certified Entrepreneurship Mentor  
People management psychology

## Honors-Awards

Global Champion Award  
Entrepreneurship Center Global Impact Award

# Heba Alashry

Cofounder & Director at AAST Entrepreneurship Center  
Entrepreneurship | Expert | Mentor | IVLP Alumni | AI Digital Marketing | Startups | ICSB Global Champion Award | Public Speaker | Trainer

New Cairo, Cairo, Egypt

## Summary

Heba Co-founded and serves as the Director at the AAST Entrepreneurship Center, alongside her role as a marketing and entrepreneurship lecturer at the College of Business Administration within the Arab Academy for Science, Technology and Maritime Transport, University of Hull, and University of Cardiff. Previously, she led as the Head of Operations and Digital Marketing at the AAST Strategic Marketing Center. Heba is recognized as a Certified Trainer in Entrepreneurship by Babson College and a certified mentor by Universitas Ciputra Surabaya. She is also a proud alumnus of the International Visitors Leadership Program. Holding a PhD in AI-enabled Digital Marketing for Startups from the Arab Academy for Science, Technology, and Maritime Transport. Heba's expertise extends to providing consultation and mentorship in entrepreneurship, marketing communication, and social media marketing. Additionally, she has been actively involved in civil work and currently holds the position of CEO at ElAbrar orphanage, which cares for 30 girls aged 19-25.

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## Experience

AAST Entrepreneurship Center

10 years

Co-Founder & Director

January 2025 - Present (1 year)

Co-Founder and Deputy Director

October 2018 - December 2024 (6 years 3 months)

Plan and oversee all center's programs from awareness and capacity building to incubators and post incubation activities. AAST Center of entrepreneurship is recognized among the top and most impactful centers not only in Egypt, but

in the MENA region and received UNIVERSITY OF THE YEAR Award 2019, from GEN Egypt, (Global Entrepreneurship Network, Egypt).

within the last 4 years we were able to launch:

- The First Supply Chain and Logistics Incubator in the MENA region.
- Mashreq Tourism Incubator (in partnership with Ministry of Planning Rowad 2030 project, Egyptian Ministry of Tourism, and Arab Tourism Organization)
- AAST youth incubator, and Yalla startup pre-incubation program
- Arab Entrepreneurship Rally Competition. (In partnership with UNIDO Bahrain, and UNION of Arab Chambers).
- Egypt Entrepreneurship Rally competition. (one of the largest competitions in the country with many partnerships for 3 consecutive years).
- AAST Startup School.

**Head of Startup Support and Development**  
September 2017 - September 2018 (1 year 1 month)

**Head Of Operations**  
2015 - August 2017 (2 years)

**University of Hull**  
**Lecturer**  
September 2023 - Present (2 years 4 months)  
AAST, Egypt

Teaching Entrepreneurial Marketing, New Product Planning and  
Entrepreneurship

**AAST, AAST Entrepreneurship Center, Elogistawy, Supply Chain  
Innovation Summit, Dippie Doo**  
**Digital Marketing Expert**  
January 2015 - Present (11 years)  
Cairo Governorate, Egypt

Deliberate planning, strategy and goal setting  
Development of brand awareness and online reputation  
Content management (including website)  
Cultivation of leads and sales  
Reputation management  
Develop and deliver social media optimization (SMO).  
Stay current with social media trends and best practices.

Research opportunities for new social marketing platforms and select adapt current process to fit client needs.

Review and approve content on a daily basis.

Creating and managing monthly promotions .

Arab Academy for Science and Technology and Maritime Transport  
17 years 4 months

Lecturer  
September 2008 - Present (17 years 4 months)

Specialized in the field of marketing

Head of Communication and Digital Marketing  
February 2016 - February 2017 (1 year 1 month)

Strategic Marketing Center

Head of Digital Marketing  
January 2015 - February 2016 (1 year 2 months)

Managing the Academy's social media and digital advertising

Cardiff Metropolitan University  
Lecturer  
September 2020 - July 2023 (2 years 11 months)

AAST, Egypt

Teaching Entrepreneurial Marketing, New Product Planning and Entrepreneurship

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## Education

Arab Academy for Science, Technology and Maritime Transport  
Doctor of Philosophy - PhD, Marketing and Entrepreneurship · (2025)

Arab Academy for Science, Technology and Maritime Transport  
Academic MBA, Marketing · (2009 - 2012)

Arab Academy for Science, Technology and Maritime Transport  
BSc, Management Information System · (2004 - 2008)

Ramses College for Girls  
Thanweya Amma, Math Section · (1993 - 2004)