

HOUDA EL MUSTAPHA



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EDUCATION

PhD in Innovation Management for Sustainability

[University of Twente](#)

2014- present

Enschede, the Netherlands

PhD thesis entitled “Towards a multi-disciplinary approach to understanding the diffusion of eco-innovations”

Masters in Marketing

[Lebanese International University](#)

2010-2012

Koura, Lebanon

GPA

3.6 / 4.0

Bachelor in Finance

[Lebanese International University](#)

2008-2010

Koura, Lebanon

GPA

3.5 / 4.0

EXPERIENCE

Junior Business Architect

[Intelligile](#)

Nov. 2017– Feb. 2018

Tripoli, Lebanon

Intelligile is an international leading provider of Extended Enterprise Architecture tools and consultancy solutions that model, analyze and publish all aspects of the architecture elements.

- Involved in developing marketing capabilities reference model.
- Designed marketing activity model using business architecture tool.
- Working on implementing marketing reference model at several local companies.

Quality Assurance Tester

[Mokus.io](#)

Sep. 2016 – Feb. 2017

Dubai, UAE

Mokus.io is an online product agency with a mission to give businesses the opportunity to build high performance online experiences by deploying leading edge technologies in the fields of customer analytics and web engineering.

- Recommended changes in mobile (iOS and Android) and web applications' design to engineers with emphasis on UX.
- Executed feature-specific test cases.
- Identified and documented product problems with bug tracking systems.
- Performed Acceptance and Regression tests for new product releases.

PUBLICATIONS

Elmustapha, H.; Hoppe, T.; Bressers, H. (2018)

Consumer Adoption Decision: Integrating Perceived Attributes and Attitudinal Constructs Using Analytical Models. Journal of Cleaner Production.

Elmustapha, H.; Hoppe, T.; Bressers, H. (2018)

Understanding Stakeholders' Views and the Influence of the Socio-Cultural Dimensions on the Adoption of Solar Energy Technologies in Lebanon. Sustainability.

Elmustapha, H.; Hoppe, T.; Bressers, H. (2018)

Comparing two pathways of strategic niche management in a developing economy; the cases of solar photovoltaic and solar thermal energy market development in Lebanon. Journal of Cleaner Production. *Forthcoming*

TECHNICAL COMPETENCIES

- Research
- Technical writing
- Business process modeling
- Copywriting
- Campaign Management
- Software: *Atlas.ti, SPSS, MS Office Suite, MAP*

BEHAVIORAL COMPETENCIES

- Critical Analysis
- Communication
- Systematic thinking
- Problem solving

LANGUAGES

Arabic

Native

English

Proficient

French

Beginner

EXPERIENCE

Marketing and Communications Officer

[Tripoli Entrepreneurs Club \(TEC\)](#)

Jan. 2016 – Apr. 2016

Tripoli, Lebanon

TEC is a grass root initiative in North Lebanon which aims at strengthening the social and economic backbone of Tripoli by driving the entrepreneurial culture and empowering youth to develop their startup ideas.

- Created and increased online community across multiple social media platforms (Facebook, Twitter, Instagram, LinkedIn).
 - Analyzed engagement by using Google Analytics, Facebook analytics and provided campaign reports for startup program funders.
 - Developed SEO and social media paid search strategy.
 - Created and managed e-mail marketing campaigns via MailChimp to engage with the entrepreneurial community.
 - Organized with a team of 4 idea generation workshops, business plan intensive trainings, and startup ideas pitching festival.
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CONFERENCES & WORKSHOPS

The 8th International Sustainability Transition

[Oral presentation in the niches and innovation panel](#)

Jun. 18-21, 2017

Gothenburg, Sweden

Social Innovation and the Energy Transition Symposium

[Oral presentation in the behavioral panel](#)

Apr. 3-4, 2017

Delft, the Netherlands

Annual Work Conference

[Oral presentation in the energy panel](#)

Nov. 27, 2014

Delft, The Netherlands

Financial Operations Summer Workshop

[Banque Du Liban](#)

Aug - Sep. 2009

Beirut, Lebanon
