

BADR BADRAOUI



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Nationality

German / Moroccan



Date Of Birth

04.04.1981



PROFILE

Ph.D. candidate and graduate assistant with 3 years background in education as business administration lecturer. Professional with executive education and 15+ year work experience in tourism and hospitality within multi-cultural settings. Vast international experience in 6 countries and fluency in 4 languages as well as diverse management experience that includes directing up to 200 personnel.

ACADEMIC WORK EXPERIENCE

BUSINESS ADMINISTRATION LECTURER (FULL-TIME)

University of Greenwich, Da Nang, Vietnam (08/2018 - 10/2021)

Teaching various subjects within the university's undergraduate and Top-Up business management programs.

- Helped students to work independently and to develop their critical and analytical skills
- Prepared courses, planned lectures and other sessions, prepared handouts and computer-aided visual presentations and recommended books to read or websites to visit
- Organized and supervised practical sessions, field trips, student projects and work placements
- Set and marked essays, projects and exams

ESL TEACHER (PART-TIME)

Various Private Schools and Language Centres, Da Nang, Vietnam (07/2018 - 10/2021)

- Prepared classroom and course materials
- Created individualized plans for students with special requirements
- Researched new teaching methods for teaching English as a second language
- Collaborated with educational staff to provide a positive learning experience to students

SCIENTIFIC RESEARCH ASSISTANT (PART-TIME)

Institute of Tourism and Mobility–Lucerne University of Applied Sciences and Arts, Switzerland (07/2016-6/2017)

Support to the head of tourism department in various scientific research projects of the university, in collaboration with different stakeholders in the tourism and hospitality industry.

- Hospitality and tourism research projects (tourists' satisfaction, needs, and motivations, etc.)
- Conducted analysis and research (primary/secondary)
- Assisted in writing reports and publications
- Supported in teaching activities and modules content optimization

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NON-ACADEMIC WORK EXPERIENCE

CO-FOUNDER & COO (FULL-TIME)

Carpe Diem Travel Ltd., Da Nang, Vietnam (06/2018 - 03/2020)

Setting up a tour agency in Central Vietnam specialised in luxury, responsible and halal travel.

- Provided general and specific advice about different travel destinations
- Drew up complicated travel itineraries and ensured that all the needs of the customers are met
- Contacted airlines, hotels, and ground transport companies to make suitable arrangements
- Created and put up displays at trade shows

HOTEL DIRECTOR (FULL-TIME)

Hotel Oscar 4, Rabat, Morocco (10/2017 - 04/2018)*

Temporary management: Creating a new concept for the hotel and supervising the rebranding and repositioning process, as well as implementing new working procedures and new hotel standards.

- Feasibility analysis, brand identity and marketing strategy
- Recruited, trained and supervised staff
- Planned maintenance work, events and room bookings
- Ensured compliance with health and safety legislation and licensing

INTERN - SALES AND MARKETING (FULL-TIME)

RAK Free Trade Zone, UAE (02/2013 - 06/2013)

- Participation in meetings, fairs, and exhibitions
- Training in Marketing and sales techniques

INTERN - INTERNATIONAL BUSINESS (PART-TIME)

Frankfurt International Consulting, Germany (08/2012 - 02/2013)

- *In charge of customer relationship to investors from MENA region*
- Allrounder in a private equity project within the German Stock Exchange

CROUPIER & DUTY MANAGER (FULL-TIME)

Various Hotel-Casinos in Switzerland and Germany / 01.2004 - 09.2009

- Carried out supervisory responsibilities with assigned staff to retain and motivate a professional workforce
- Responsible for game protection of assigned tables to protect the assets of the Casino
- Responded to guest concerns to maintain a high level of guest satisfaction
- Planned and coordinated special events designed for bringing back guests
- Coordinated with departments to ensure authentic customer experience and operational efficiency
- Ensured that gaming department goals are met and adhering to approved budgets

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EDUCATION

PH.D. IN HOSPITALITY MANAGEMENT

University of South Carolina / Columbia / USA / 2022 - 2026 (expected)

M.Sc. BUSINESS ADMINISTRATION-MAJOR TOURISM

Lucerne University / Lucerne / Switzerland / 2015 - 2017

B.SC. BUSINESS ADMINISTRATION-INTERNATIONAL BUSINESS

Pforzheim University / Pforzheim / Germany / 2011 - 2015

DOUBLE DEGREE PROGRAM-INTERNATIONAL BUSINESS

Gadjah Mada University / Yogyakarta / Indonesia / 2013 - 2014

REFERENCES

DR. NGHIEM DUY NGUYEN

Director of Da Nang Campus

University of Greenwich

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NGUYEN MINH HAI

Academic Head of Business Management Program

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PROF. DR. JULIANNA PRISKIN

Head of Major Tourism and Mobility






Lucerne University of Applied Sciences and Arts

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LANGUAGES

- English 
- German 
- French 
- Arabic 
- Bahasa Indonesia 
- Vietnamese 

IT SKILLS

- Microsoft Office 
- IBM SPSS 
- Adobe Illustrator 
- Adobe In Design 
- Adobe After Effects 

CERTIFICATES

Business Ethics

RTWE Academy

Karlsruhe, Germany

ESL Teacher

MyTEFL Certificate 120 Hours

Vancouver, Canada

Best Lecturer Award

University of Greenwich Summer Semester 2021

SUBJECTS TAUGHT

Business and Business Environment
Managing a Successful Business Project
Entrepreneurship and Small Business Management
Understanding and Leading Change
Global Business Environment
Business Strategy
Communication Skills