



Enabling Strategy Excellence By Business Model Canvas

Tuesday March 13th 2018

6.00 pm - 9.00 pm

Intercontinental Hotel Amman

CPE: 2 Hrs

Fees: JOD 10 for Members; JOD 25 for Non – Members

Reservation: info@jama.jo OR www.jama.jo

Outline:

- Business Model: Definition
- The Need for Business Model Innovation
- Approach for Business Model Innovation
- Business Model Canvas: Definition
- Business Model Canvas: Approach
- Business Model Canvas: Case Study

About the Expert:



Tamara Abdel- Jaber
CPA, CMC

Tamara is a co-founder and an executive board member at Palma Consulting that is providing its consulting services in strategy design and execution, business process management and enterprise architecture design to large organizations across the Arab region. Tamara is responsible for strategy, corporate governance, performance management and business development.

Tamara has been ranked at number 39 of 100 Most Powerful Arab Women for 2011. For three years in a row (2011-2013), Arabian Business recognized her on its list of Power 500 (Most Influential Arabs). Additionally she has been recognized as one of ten women entrepreneurs to watch in emerging economies by Business o Feminin. Tamara was also recognized by Forbes Middle East as one of the 200 Most Powerful Arab Women for 2014.

Tamara graduated from the University of Jordan in Amman, where she received her bachelor degree in Accounting and Finance with honors. And she became a Certified Public Accountant (CPA) in 1997 from Delaware - USA.

Session is sponsored by:



البنك الأردني الكويتي
JORDAN KUWAIT BANK

" More than just a bank "

