

# Ali Abusalem

Director of e-Learning: The quest for quality education

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## Professional Profile

A highly qualified and experienced Senior Consultant and Education Professional with extensive background in Operations and Management of Educational Organisations, Course and Program Development and Design, Teaching, Client and Stakeholder Management, Training and Development, Leadership and Customer Service gained from over 15 years of employment history in academic and learning settings. Key to success is a results-oriented approach in delivering appropriate learning solutions to existing educational provider and compliance requirements. A hardworking and innovative professional who is looking for a new employment opportunity to utilise learning and development knowledge and leadership skills.

Driven by challenge and achievement, true satisfaction is derived from exceeding targets using alternate approaches and models.

## CORE COMPETENCIES

- Proven track record in developing, implementing, and managing educational and business development programs for various learning organisations; demonstrating ability to think and act strategically in planning, design and implementation of projects; displays accuracy and a hands on approach.
- Broad experience in Learning Organisations including Universities; complies with all VET and HED policies, standards and regulations while maintaining high quality project and educational outcomes.
- Demonstrates advanced expertise in the field of business Management and their application in strategy, human resource management, marketing, business information management, knowledge management and public relations; harnesses industry experience and knowledge of emerging practice to deliver optimum student learning outcomes.
- Plans and organises tasks and work responsibilities to achieve objectives within time allocation; sets priorities and schedules activities; keen attention to detail.
- Develops and maintains a working environment in which timely and high-quality information flows smoothly to colleagues at all levels, within or external of the organisation.
- Seeks and acquires new competencies, work methods, ideas, and information that will improve own efficiency and effectiveness on the job; displays ability to learn quickly when presented with new information.
- Strong ability to provide effective leadership while making individual contributions to team projects and tasks.
- Interacts with people effectively; able and willing to share and receive information; co-operates within the group and across groups.
- Strong analytical, decision-making, and problem solving skills; an experienced communicator and mediator.
- Excellent interpersonal and communication skills demonstrated through the ability to facilitate, network, lead, research, negotiate, analyse, and resolve issues.
- Extensive experience in the areas of:
  - Client Engagement
  - Education
  - Project and Change Management
  - Human Resources
  - Finance
  - Business Development
  - Leadership
  - Learning and Development
- Strong computer skills with proficiency in Microsoft Office Suite, Adobe Creative Suite, Corel Draw, Information Management Systems and Human Resource Information Systems.

## EMPLOYMENT HISTORY

### External Expert Academic Member of the Academic board

*Elite Education Institute* // November 2020 – Current

- Meet with the Academic board to review, monitor and ensure academic standards and quality assurance and oversee the compliance with Australian legislation and regulations in the higher education sector, including:
  - Higher Education Quality Standards Framework (Threshold Standards) 2015;
  - Tertiary Education Quality and Standards Agency Act 2011;
  - ESOS Act 2000;
  - National Code of Practice 2019;
  - Australian Qualifications Framework.
- Overseeing processes to maintain the Institute's Academic integrity.
- Overseeing of consideration, approval of additional academic program developed by the Course Development Committee to be accredited by TEQSA.
- Overseeing academic accreditation issues with external authorities and articulation arrangements with other institutions.
- Consider, approve, monitor and review of academic policies relating to teaching, learning, examinations, courses, student's entry standards and selection criteria for academic staff.
- Conduct internal Quality Assurance audits with reference to TEQSA's standard.
- Monitor and assess the performance of the Institute's academic staff.
- Determine academic policies and standards governing academic administration other academic policy issues.

### **MBA Casual Lecturer**

*Victorian Institute of Technology* // September 2022 – Current

- Delivery of MBA program to Domestic and International Students
- Develop the teaching materials for the teaching units

### **Head of Management Department**

*Oxford Institute of Higher Education* // October 2019 – July 2020

- Coordinating Four (4) Management units and prepare and deliver lectures, tutorials, workshops in those units:
  - MGT1100: Management Principles
  - HRM1100 – Organisational Behaviour
  - MGT3100 – Project Management
  - MGT3150 – Strategic Management
- Taking initiatives in improving teaching in Management units including overseeing delivery, monitoring student progress and assuring quality.
- Initiating course improvement and innovation, assessment design and preparing assessment Rubrics for all units.
- Undertaking course and unit development including reviewing and enhancing the prescribed text and recommended texts and other references for units prior to the commencement of each trimester.
- Monitoring and supervising fixed term and sessional Management teaching staff on day-to-day basis on teaching and assessment matters.
- Undertaking course and unit administration, including regularly reviewing and enhancing relevant Moodle sites.
- Maintaining an active record of research and scholarly activity.
- Attending relevant meetings and/or membership of relevant Academic Board committees
- Participating in, and lead where appropriate, internal professional development activities.
- Collaborating with the leadership team to ensure compliance with TEQSA requirements in areas of responsibility and oversight of quality assurance as applicable to institute activities by developing, implementing and monitoring effective and efficient policies and procedures.
- Exploring and Developing Online Professional Development workshops and monitor compliance by each teaching staff.
- Running student workshops for preventing academic misconduct and contract cheating.
- Running Moodle training sessions to new students and staff during orientation.
- Dealing with all unsatisfactory progress, academic intervention and academic misconduct matters.
- Monitoring all teaching staff for timely teaching, assessing, Moodle updating and return of all assessment items in time.

### **Casual Lecturer**

*Oxford Institute of Higher Education* // July 2019 – October 2019

### **Senior Consultant**

*The Burke Group* // May 2013 – Present

- Initiate, design and develop the Professional Development program and workshop sessions to review and develop policies, involving all staff across the Colleges to utilise combined knowledge and insights to produce the best possible outcome.
- Conduct staff workshops to improve quality across the organisation, develop understanding and application of policies and procedures in daily operations and ensure compliance to industry standards and regulations.
- Complete delivery of Digital (Online) and face-to-face course development and other assigned tasks.
- Provide TEQSA (Higher Education) accreditation application development advice to clients while meeting compliance requirements.
- Develop and establish partnerships and industry involvement with key influencers and stakeholders in the industry.

#### Key Achievements

- Successfully developed programs and eLearning for the Bachelor of Accounting, Bachelor of Hospitality and Bachelor of Logistics courses.

#### **Dean, Teaching and Learning**

*Australian School of Management // December 2016 – June 2017*

- Provided leadership, guidance and supervision of the Australian School of Management academic strategy and plans in alignment with key priorities and strategic goals.
- Contributed to the organisation's planning framework consisting of strategic, marketing, financial, risk management, IT, learning and teaching plan as member of ASM's executive management committee.
- Developed a rewarding and conducive learning environment for staff and students, coordinated with internal and external stakeholders, facilitated and chaired committee meetings and implemented and monitored workforce and staff plan in accordance with fiscal and operational guidelines.
- Performed teaching of selected units of study, managed and monitored learning and teaching resources and infrastructure to improve efficiency and effectiveness the students and staff members.
- Handled risk management responsibilities, ensured quality assurance framework is strictly observed on a regular basis and collaborated with all staff members across departments and colleges.
- Completed administration duties and observed all Occupational Health and Safety (OH&S) policies and procedures at all times.

#### Key Achievements

- Successfully collaborated with Deans and Quality Managers in delivering high quality training and learning outcomes for students while providing review, analysis and development of educational content for the organisation.
- Efficiently displayed extensive understanding and enforced strict compliance to required standards and regulations in relation to Vocational and Higher Education quality.

#### **Melbourne and Digital Campus Manager**

*Australian School of Management // February 2016 – December 2016*

- Provided leadership to digital projects focusing on delivering content, services and other student-centred initiatives for prompt access and community building and engagement.
- Implemented the Digital Campus platform for both campus-based students and other learners' requiring greater flexibility.
- Managed technologies, information systems and development of the digital learning platform including online learning, student messaging and chat, community engagement and other identified areas of learning.
- Completed development of proposals to several course such as Bachelor of Professional Accounting, Bachelor of Hospitality, Tourism Management and Bachelor of Applied Management based on research provided by the ASM academic team.
- Collaborated with various teams across the organisation and ensured adherence to required quality standards.

#### Key Achievements

- Successfully proposed and designed a Service-Centric Digital Campus in collaboration with the ASM CEO and CAG IT team, leveraging the current technology development features and existing facilities resulting in the promotion and development of Digital Campus applications to support teaching, research and management.
- Effectively developed and implemented teaching materials for the undergraduate qualifications such as Digitalisation BBus units.
- Successfully developed and proposed new courses based on ASM strategic plan and direction in collaboration with ASM academic team and the Dean.

#### **Academic and Research Leader**

*Central Queensland University Australia // February 2015 – February 2016*

- Provided development of offshore opportunities and developed and implemented new VET and undergraduate qualifications.
- Contributed to the development of academic standards, teaching and learning strategies in alignment with the University's vision while providing access to programs addressing the gap between VET and Higher Education.
- Established and nurtured excellent industry relationships with key influencers and stakeholders to enhance delivery of programs in line with current market and industry trends.
- Created pathways for research and collaboration between VET and HED divisions, delivered teaching of specific courses and provided development of selected bachelor programs in the university.
- Performed quality assurance roles in the development of programs, secured and gathered industry best practices and applied the information in the new bachelor programs being created for the university.

#### Key Achievements

- Successfully developed the Bachelor of Logistics program and the Bachelor of Hotel and Resort Management through market research and industry intelligence and constant industry consultation.
- Significantly operated as a key stakeholder in the CQ University project team for the Launching Capability Building Contracts to Strengthen Government-owned Technical Colleges in the Kingdom of Saudi Arabia.
- Successfully organised OCTOBERVET conference in Mackay, a first of its kind event which brought together the two major Divisions of the University in an appropriate, practical and engaging way.

#### **Senior Lecturer/Course Coordinator**

*Central Queensland University* // January 2010 – February 2015

- Developed and continually adapted teaching materials for Marketing, Management and Human Resources courses at undergraduate and post graduate level using updated content, references, scenarios and current market trends.
- Maintained updated knowledge of current and emerging business practices, relevant models and frameworks through industry networks and connections.
- Provided supervision, guidance and mentoring for post graduate students, development and execution of research agendas to deliver valuable and industry-applicable insights.
- Ensured high quality standards are applied to content and material output of the organisation at all levels.

#### Key Achievements

- Consistently achieved exemplary student satisfaction ratings with evaluation survey response rates far exceeding the CQU benchmark of 50%.
- Effectively developed highly engaging course materials and facilitated web-based teaching and learning, optimising the CQU Moodle platform to deliver online tutorials, active discussion forums, collaborative assessment and marking, regular communication, additional learning activities and extensive reference materials.
- Successfully performed as Visiting Lecturer at Yarmouk Private University in Damascus, Syria during 2010 – 2011 and delivered units of study including: MGT321 Managing Change & Innovation, MGT314 Public Relations Management, BUS422 Business Strategy & Policy, BUS222 Business Communications and BUS223 Business Ethics.

#### **Middle East Regional Manager**

*Central Queensland University* // May 2008 – December 2010

- Identified, developed and executed international projects which promote CQ University, course offerings and establishing new student pipelines in the region.
- Established and nurtured productive relationships with recruitment channel stakeholders and international governments while promoting the university and its programs.
- Provided leadership to staff members, delegated tasks and managed overall strategic plans.
- Ensured all targets and Key Performance Indicators (KPIs) are achieved within the specific timeframe.

#### Key Achievements

- Successfully completed project management of international roadshows and events across the Middle East which showcased CQ University offerings to potential students.
- Effectively facilitated the negotiation and implementation of Memorandum of Understanding (MOUs) with three Syrian Universities.
- Successfully delivered comprehensive statistical analysis on Middle Eastern International applications to CQU, providing reports to identify trends and evidence-based recommendations for Business Development activities.

#### **Academic Advisor**

*United Arab Emirates Embassy – Canberra // March 2006 – August 2009*

- Identified, developed and promoted research links and student mobility initiatives in collaboration with United Arab Emirates and Australian Universities on a consistent basis.
- Established and cultivated positive and productive partnerships with key stakeholders in both countries.
- Provided assistance and guidance to students focusing on their academic performance and ensured proper understanding of the Australian Higher Education Framework.
- Completed review and assessment of strong research links between Australian Universities and UAE scholars.

#### Key Achievements

- Successfully developed and facilitated workshops and seminars to promote cross-cultural understanding.

#### **National Education Officer**

*National Liaison Committee for International Students in Australia // July 2003 – July 2005*

- Performed as advocate on behalf of international students aimed at the support for continuous improvement in educational outcomes.
- Developed strategic alliances, networks and business relationships to promote student interests and access to funding.
- Communicated with students, academic staff and all relevant stakeholders to improve the plight of international students.
- Generated discussions on student issues, current trends and other learning opportunities to drive forward the established student-centric agenda.

#### Key Achievements

- Successfully completed numerous fundraising initiatives to support the continued work of the NLC.
- Effectively managed the Annual National Conference for International Students including securing of high profile speakers and exceeding registration targets.
- Effectively facilitated productive roundtable discussions in partnership with government agencies and Universities.

**Prior employment history available upon request**

## **VOLUNTEERING EXPERIENCE**

#### **Curriculum Developer – Primary and Secondary**

*International Needs Australia // 2021 – Current*

- Develop curriculum approaches and resources that link selected parts of the Australian Curriculum to the Sustainable Development Goals for use by schools
- Develop curriculum approach relating to the Australian Curriculum and Sustainable Development Goals (for online and face-to-face use)
- Develop tools and resources for INA to use to easily develop Curriculum content.
- Develop resource packs of collateral material for schools, donors, emails, Facebook, Instagram and LinkedIn
- Develop and design print and digital materials relating to INA-supported programs in the eight countries where we work.
- Develop tools and resources for INA to use to easily develop content.
- Develop resource packs of collateral videos for website, emails, donors, Facebook, Instagram and LinkedIn to
- Develop videos relating to INA-supported programs in the eight countries where we work.
- Develop tools and resources for INA to use to easily develop video content.
- Develop strategies to maximise reach to key target groups.
- Leverage SEO, Analytics and online trends to improve engagement.
- Work with a Web Developer Intern and staff to co-develop a project to rebuild a contemporary ina.org.au website using the WordPress platform.
- Propose, negotiate, scope and implement agreed structure of a new website.

## **EDUCATION & QUALIFICATIONS**

#### **Certificate IV in Training and Assessment TAE40110 and TAELN411**

Victorian College of Training Development // 2014

### **Master of Professional Education (Curriculum Design)**

Central Queensland University // 2012

### **Master in Business Administration (MBA) – Marketing Management**

Central Queensland University // 2008

### **PhD Communication & Media Studies**

Queensland University of Technology // 2007

### **Graduate Diploma of Human Resource Management**

Central Queensland University // 2004

### **Graduate Certificate in Management**

Central Queensland University // 2003

### **Advanced Diploma of Journalism**

Australian College of Journalism // 1998

## **PROFESSIONAL MEMBERSHIPS**

### **Member, Australian Human Resources Institute (AHRI)**

**Academic Member, The Athens Institute for Education and Research – Education and Management Unit // 2017**

### **Member, Australian Journalists Association**

### **Member, Australian Arabic Council**

### **Member, Asian Media Information & Communication Centre (AMIC)**

### **Member, Australian Communication & Media Interest Group**

## **PROFESSIONAL HIGHLIGHTS**

- Nominated for the Vice-Chancellor's Excel Award // 2015
- Vice-Chancellor's Award for Outstanding Contributions to Learning and Teaching (Tier 1)// 2015
- Nominated for Vice Chancellor's Award for Good Practice – Central Queensland University (CQU) // 2014
- Annual Excellence Award for Exceptional Performance, Honesty, Integrity & Dedication, - CQU //2011
- ARC Centre of Excellence for Creative Industries & Innovation, Queensland University of Technology // 2007
- Nominated for Australian of the Year Award //2004
- Received the Victoria's Award for Excellence in Multicultural Affairs // 2003

## **PROFESSIONAL SKILLS**

- Excellent administration, teaching, instructional design and development skills.
- Demonstrated knowledge in Educational Organisation Operations and Administration, Learning and Development
- Working knowledge of VET, HED and OH&S compliance standards and other regulatory requirements

## **PERSONAL ATTRIBUTES**

- Strong leadership qualities
- Excellent organisational and time management skills
- Strong communication, interpersonal and liaison skills
- Ability to work well in a team or independently with minimal supervision
- Innovative and creative

## **LANGUAGES**

- English, Arabic and Greek

## **REFERENCES**

**David Ensor**

Chief Executive Officer, International Needs Australia (INA), VIC

**M:** 0419447843 **E:** dmens@yahoo.com

**Professor Ken Hawkins**

Kent Institute Australia, Governing Board

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