

**MARWAN ASMAR**

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***Personal Information***

Marital status: Married  
Nationality: Jordanian

Date of Birth: 30 July, 1959

***Higher Education***

1985 – 1990: University of Leeds, Ph.D. in Political Science (The State and Politics of Migrant Labour in Kuwait)

1983-1984: University of Leeds, Master of Arts in the Political Sociology of Development

1980-1983: Lanchester University, Coventry, BA in Politics and International Relations

***Present Employment***

January 2012: Department of Antiquities/ATHENA Project (Ancient Theaters Enhancement for New Actualities) as Chief Project Editor responsible for media communications and publications. The work involves much writing, whether articles or reports on the project and posting on different websites, blog and occasionally in print. As well responsible for our current ATHENA Project Newsletter and the content for the [www.athenaproject.eu](http://www.athenaproject.eu) website

***Work Experience***

Editing and writing extensively in newspapers and online magazines, websites and blogs (See below); I worked also as a media consultant for different tourism organizations like JITOA and other private companies. (See below). Currently I self-publish on [www.hubpages.com](http://www.hubpages.com). I provided content to many websites in Jordan.

***Media/Journalism/Online***

Worked in newspapers and magazines. I first worked in The Star English weekly in Amman from 1993 till 2003 as a Managing Editor, for Gulf News in Dubai as a senior researcher and then edited a band of specialized magazines and publications in the Saudi Specialized Publishing Company (SSPC). And in between worked on different organizations and on different projects. (See below for details)

### ***SSPC—Amman, Riyadh***

2008-2010 Managing Editor, in the Regional Office (Amman) of the Saudi Specialized Publishing Company responsible for editing English content on different specialized magazines published in Riyadh, Saudi Arabia; These include the monthly *Ahlan Wa Sahlan* (Saudi airline in-flight magazine), and *The Diplomat*—periodical of the Saudi Foreign Affairs Ministry and a host of other corporate magazines of top corporations in Saudi Arabia.

1993 – 2003 Managing Editor of *The Star* weekly, Amman, Jordan. Identifying and assigning top news stories for publication. A major part of the work involved copy-editing stories. I was involved in every aspect of the newspaper. My work was also about coordination between reporters and editors, making sure the final product ran smoothly. I frequently wrote in the newspaper on diverse topics. We were involved mainly in feature writings and the analytical side of news. This involved extensive research and analysis in the fields of politics, economics, and social affairs.

### ***Gulf News—Dubai***

May 2003 - January 15, 2004 — Senior Researcher at the Gulf News Research Center in Dubai; The Center is part of the daily newspaper. My role was to write in depth research articles that are then published in the newspaper. The topics varied. (See below).

### ***Al Ghad Newspaper—Amman***

2004-2005, columnist at Al Ghad newspaper. I wrote three columns a week on economic issues that tackled many subjects depending on current economic news. The columns were analytical and opinionated.

### ***Online Media Consultant***

2007-2008—Media consultant with JITOA (Jordan Inbound Tour Operators Association) and Petra Tours. Writing and editing content material that included concept papers on different issues affecting the industry, speeches, press releases, memos, and articles, published online to increase exposure and input of local tourism. Events accompanied by a press release/feature published online, [www.ameinfo.com](http://www.ameinfo.com), a favorite, the Lufthansa-based <http://mice-contact.com/>, [www.hackwriters.com](http://www.hackwriters.com), [www.blogjordan.com](http://www.blogjordan.com), [www.alarabonline.info](http://www.alarabonline.info) and so on to increase hits, local, regional and international readerships, whilst providing the marketing angle, as these websites are read by business, directors and corporate executives. The "spin" is very important. One time I wrote a press feature on the China Product Fair held in Jordan headlined "Amman's China Products Fair receives 3000 trade visitors, USD 30 million deals" on [www.ameinfo.com](http://www.ameinfo.com). The article was retaken by no less than 67 websites from all over the world. That is media marketing. Today as well some of these articles are taking by websites hosted by the Times of India and USA Today and others.

### ***JITOA Focus***

Also created JITOA Focus in early 2007, an online PDF magazine published monthly. I was personally responsible for the first eight issues. I wrote, put together, and edited the material that went into the magazine which was spruced up and in full color. It dealt with covering news of the association, but also had features on different aspects of tourism in Jordan. Every month it was sent to 2000 emails of international tour operators, associations and other interested parties.

### ***WriteLabs***

-Director of Research at Writelabs between 2004 to 2006. Involved in communications research, analysis, campaign formulations, pitched for many RFP's including for telecommunications and media. Worked also on media EU-supported campaign for the Aqaba Special Economic Zone Authority (ASEZA) to promote domestic tourism. Research including going to Aqaba on different occasions, talking to officials, hoteliers, members of the public and managers and executives in different restaurants, as well in one case a glass boat owner. It was a one-year campaign. Material written in article form in English, translated into Arabic and published in local newspapers a weekly basis. At the end of 12-months, I wrote a 50-page report for ASEZA's Tourism Department which they specifically asked for as part of the conditions of international EU funding. It included highlighting the research made (ie., different trips to Aqaba, meeting ASEZA officials, talking to executives, visitors and locals), writing about these, formulating them into articles and interviews, publishing them in the four Arabic national dailies (Al Rai, Ad Dustour, Al Ghad, Arab Al Youm), and the English Jordan Times and The Star weekly.

-Worked in drawing up Intellectual Property Rights media campaign for the National Library in conjunction with the USAID Amir Program. There was much research, including formulating surveys to understand IPR/piracy market areas, public attitudes, questionnaires, interviews with different CD vendors, buyers, sellers, lawyers. My job involved writing stories, press releases and carrying out interviews to make people aware of IP violations and respect intellectual Property rights in Jordan. These were published in local Arabic and English newspapers.

-Worked on drawing up online media strategies for Jordan Inbound Tour Operators Association (JITOA) as shown above.

### ***WEF 2010 (Innovation Project)***

Contracted by the Ministry of Planning through IRelations in April 2004 to produce what was termed as the 2010 'futuristic' project for the upcoming World Economic Forum Conference held in the Dead Sea between 15<sup>th</sup>-17 May, 2004. We wrote an English edition of the Jordan Times describing the Arab world as if it was the year 2010. It was an exclusive edition distributed especially at the conference through 22 stories and 22 news items of the politics, economics, culture, and sports in the Arab

world in the era of globalization. Much research was involved about current events in the Arab world, and imagining them how they would be in 2010. Stories were written on integration, cooperation, FDI investments into the region, single currency, Arab common market, and regional electrical infrastructure to name but few.

### ***World Press Review***

June 1996-June 1999: World Press Review, New York, USA. Editors wanted me to scan the local media in Jordan and the region for stories that could be of interest to American readers.

### ***Languages***

Arabic (Mother tongue)

English (Fluent both written and Spoken)

### ***Skills***

Computer literate, desktop publishing, online publishing on different global websites

### ***References***

Osama El Shrief, Former Chief Editor of Ad Dustour newspaper in Amman, [osama@mediarabia.com](mailto:osama@mediarabia.com)

Mamoun Talhouni, Director-General of the National Library, Amman. (079 55 444 99).

### ***Sample of Published Articles***

#### ***Tourism-related***

Istanbul, A Tantalizing Sojourn, *Ahlan Wa Sahlan*, In-flight magazine, May and June 2010 issues in English and Arabic

Meeting the Tourism Target, interview with the Commissioner for Investment Affairs and Economic Development in the Aqaba Special Economic Zone Authority Mr Saleh Kilani, *Venture Magazine*, May 2006

Of Mice and Men, *Jordan Business Monthly*, November, 2005 (article on new MICE—Meetings, Incentives, Conferences, Events—website introduced by the Jordan Inbound Tourism Association to encourage business tourists to hold their activities in Jordan).

Life Underwater, (on Aqaba diving and its rich marine life), *I Celebrating Jordan Magazine*, August 2006

Petra, Marvel in the Sand, *I Celebrating Jordan Magazine*, June 2006

Taybet Zaman, A Place to Relive History, *The Star*, 29 May, 1997

Thrashing the Olive Tree in Madaba, *The Star*, 19 November, 2000

**...In The Star (Economics)**

Talal Abu Ghazaleh: We Are Victims of Piracy Rather Than Culprits, *The Star*, 21 September, 1995

Messe Frankfurt's Halls of Fame, Providing Companies Necessary Venue to Meet, *The Star*, 27 February, 1997

Polish Supplement—A series of articles including Poland is Open for Business, Poland an Economy with a Human Face, Cars are Symbol of the Feel Good Factor, Brief Glimpse of Chopin's Home, *The Star*, 13 November, 1997

Jordan's Duty Free Shops, a Novel Idea Designed to Keep Customers Rolling, *The Star*, 22 January, 1998

'Virtual Water, The Solution to Water Shortage, *The Star*, 23 April, 1998

Polish Supplement—A series of articles including Foreign Investment Forever Increasing, Prudent Policies Chart Steady Course for Poland, The Feel Good Factor, A Country for Tourists, Thumbs Up for World Forecasters, *The Star*, November, 1998

**...In The Star (Politics, Others)**

Burhan Ghalyoon: Our Society Must Be Based on Political Pluralism, *The Star*, 21 April, 1994

Yemen: The Next Conflagration, *The Star*, 7 July, 1994

Interfaith Symposium Paves Way for More Dialogue, *The Star*, 22 September, 1994

Dome of Rock and Haram Al Sharif, A Glowing Photographic Perspective, *The Star*, 16 April 1997

The Millennium: Cybernetic Robots, *The Star*, 4 March, 1999

English Has a Story To Tell, *The Star*, 25 March, 1999

Women Ruling the World!, *The Star*, 15 April, 1999

The Jordanian Elections: Political Idioms, *The Star*, 4 November, 1999

Intifada, Politics of the People, *The Star*, 19 October, 2000

War of the 21<sup>st</sup> Century, *The Star*, 22 October, 2001

Salma Khadra Jayyousi, A woman of substance brings Arab world to the West, *The Star*, 2 February, 2002

**Interviews**

I conducted numerous interviews with leading personalities in Jordan. These included Former Prime Minister Senator Taher Al Masri of the Upper House, former Tourism Minister Dr Taleb Al Rifai, former Lower House Deputy Tojan Faisal, Islamists like Dr Ishaq Al Farhan of the Islamic Action Front, Dr Marwan Muasher of the World Bank and Carnegie Fellow but then just finished a stint as Jordan's Ambassador to Israel and Dr Abdel Salam Al Majali after serving as Prime Minister, and also interviewed many ambassadors to Jordan including the British, French, German, Italian, Pakistani, Belgium, Iranian and Indian.

...*In Gulf News (Economics)*

Dubai Duty Free Looks to Brighter Future, *Gulf News*, 19 December, 2003.

Investment Must be made Across-the-Board in Arab Countries, *Gulf News*, 25 November, 2003 (article about FDI's and Arab World)

On Road to the Arab Free Trade Zone, *Gulf News*, 5 July 2003

Euro's Rise Maybe Just be a Flutter, *Gulf News*, 6 June 2003

*Online magazines*

*ATHENA Project related articles*

An 'edutainment taste in Jarash

, <http://www.hackwriters.com/athenaproject2.htm>  
<http://worldmathaba.net/items/getting-an-edutainment-taste-in-jarash-jordan>,  
[http://www.arabworldbooks.com/Articles/marwan\\_asmar\\_edutainment\\_in\\_jarash.htm](http://www.arabworldbooks.com/Articles/marwan_asmar_edutainment_in_jarash.htm)

Digital Imagery Provides a Living Past

<http://www.tagitnews.com/en/news/1496-digital-imagery-provides-a-living-past.html>

This theater is mine, and I protect it! (Published also in French and Arabic)

<http://www.euromedp.org/2012/05/31/this-theater-is-mine-and-i-protect-it/>

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**Carthage: Standing Structurally Proud**

<http://www.hackwriters.com/CarthageMA.htm>

**Kingdom leading Mediterranean initiative to preserve ancient theatres**

by **Rand Dalgamouni** | **May 28, 2012** |

<http://jordantimes.com/kingdom-leading-mediterranean-initiative-to-preserve-ancient-theatres>

**Jarash Welcomes 1500 Pupils Under Slogan of "Theaters for All"**

<http://blogjordan.com/2012/05/13/jarash-welcomes-1500-pupils-under-slogan-of-theaters-for-all-3/>

**ATHENA Project Website gains place in cyber world**

<http://www.ag-ip-news.com/news.aspx?id=28104&lang=en#>

### **ATHENA Project Raises Flag of Ancient Theaters in Euromed Region**

<http://www.hackwriters.com/AthenaProject.htm>

<http://www.intrepidreport.com/archives/4919>

#### ***Online Miscellaneous articles***

Tourism tell-tales in Jordan's Job Market, 19 September, 2007,

<http://marwanasmar.blogspot.com/2007/09/tourism-tell-tales-in-jordans-job.html>

Jordan's Azraq Wetlands, a Heaven for Eco-tourists, May 2007,

<http://www.hackwriters.com/Azraq.htm>

As Business Association JITOA Juggles more than One Ball, June 2007,

<http://www.hackwriters.com/JITOA.htm>

Meet Mr Mice, June 2007, <http://www.hackwriters.com/MrMICE.htm>

Dead Sea Journey, August 2008, <http://www.hackwriters.com/DeadSea.htm>

Planning an Incentive Trip, Jordan if You Please, [www.helloarticle.com/planning-an-incentive-trip-jordan-if-you-please-r4515.htm](http://www.helloarticle.com/planning-an-incentive-trip-jordan-if-you-please-r4515.htm)

*SOFEX 2008 Brings World to Amman, 14 April 2008,*

<http://www.defencetalk.com/sofex-2008-brings-world-to-amman-15292/>

World Business Assembles in Jordan Through Meetings Industry, 19 February, 2011,

<http://blogjordan.com/2011/02/19/world-business-assembles-in-jordan-through-meetings-industry/>

Amman's Shopping Dream, 5 February, 2011,

<http://blogjordan.com/2011/02/05/ammans-shopping-dream/>

#### ***PowerPoint Presentations***

Family Businesses in the Middle East: A Petra Group Case Study, Presentation by Awni Kawar given to the Family Business Conference in Amman, 9-10 June, 2007, organized by Events Unlimited and Institute of Family and Entrepreneurial Business of the American University of Beirut

5<sup>th</sup> China Product Fair in Amman, Jordan—Statistics, December 2008

Human Resources in Tourism: Opportunities and Challenges. Presentation by Awni Kawar and Dr Marwan Asmar to the 2<sup>nd</sup> Hotel Services and Tourism Conference, 26-28 October, 2008