



Email
Basaad.s@outlook.com

Address
Alzahra, Jeddah, Saudi Arabia

Phone
0555171153

Date of birth
Dec 16, 1990

Nationality
Saudi



Skills

- Analytical skills
- Assessment and evaluation
- Classroom management
- Counselling
- Collaboration
- Communication skills
- Creativity
- Cultural competence
- Lesson planning
- Patience and empathy
- Research
- Technology skills
- Leadership
- Emotional intelligence
- Social intelligence



Languages

- Arabic**
Native
- English**
Advanced

Saad Ali Omar Basaad, Ph.D.

An accomplished Assistant Professor, researcher, management consultant, and professional trainer with over 13 years of professional experience spanning academia, consulting, and industry. My background combines extensive experience in higher education with over eight years in academic and administrative roles with prior professional exposure in the banking and health insurance sectors. I hold a Ph.D. in Business Administration with my doctoral research focusing on leadership. I have taught at several institutions, including the Saudi Electronic University and King Abdulaziz University.

Currently, I serve at the University of Business and Technology (UBT) as Vice Dean of the Deanship of Admission and Registration and Quality Coordinator, in addition to my academic role as an Assistant Professor. In these capacities, I contribute to academic administration, admission strategy, and quality assurance, while supporting the continuous enhancement of institutional performance and student experience.

Prior to joining UBT, I worked at King Saud Bin Abdulaziz University for Health Sciences, where I contributed to academic affairs, quality assurance, faculty development, laboratory operations, and examination management within the Basic Medical Sciences Department.

As an active researcher, I have participated in multiple scholarly projects resulting in publications in esteemed academic journals. I also serve as an Ad-Hoc Reviewer for two international journals:

- Journal of Organizational Effectiveness: People and Performance
- Journal of Nursing Management
- European Management Review

Through these roles, I contribute to advancing research quality and knowledge dissemination within the fields of leadership, organizational behavior, and management science.

As a Strategic Consultant with Monsha'at the Small and Medium Enterprises General Authority, and as a Management Consultant, I provide strategic and evidence-based advisory support to entrepreneurs, SMEs, and organizations. I specialize in leadership and organizational behavior, providing insights that strengthen leader-follower relationships, enhance workplace well-being, and cultivate positive organizational cultures. My overarching goal is to leverage my academic expertise, administrative experience, and behavioral insight to foster institutional excellence and empower individuals and organizations to achieve sustainable performance.

Experience

Vice Dean of Admission and Registration

University of Business and Technology Jeddah
Aug 2025 - Present

- Oversee admission, registration, and student record operations across all academic programs.
- Ensure compliance with institutional and national academic policies and standards.
- Lead initiatives to enhance process efficiency and student experience.
- Coordinate with academic departments and quality units to support institutional effectiveness.
- Represent the Deanship in university committees and academic councils.

Assistant Professor

University of Business and Technology Jeddah
Jun 2024 - Present

- Teach various management courses to undergraduate and graduate students in the College of Business Administration.
- Develop and deliver course materials, including lectures, assignments, and assessments.
- Foster an engaging and interactive learning environment, encouraging student participation and critical thinking.
- Provide academic guidance and support to students, helping them develop their business ideas and entrepreneurial skills.
- Assess student performance through exams, projects, and presentations, providing constructive feedback to aid in their academic growth.

Strategic Consultant

Monsha'at - Small and Medium Enterprises General Authority | Saudi Arabia
Jeddah
Feb 2026 - Present

- Provide strategic advisory and consulting support to entrepreneurs and small and medium enterprises (SMEs).
- Analyze organizational and business challenges and provide practical, evidence-based recommendations to enhance performance and growth.
- Support entrepreneurs in strategic planning, leadership, organizational development, and business decision-making.
- Deliver specialized consulting sessions aimed at strengthening managerial capabilities and improving organizational effectiveness.

Quality Coordinator

University of Business and Technology Jeddah
Sep 2024 - Present

- Acted as liaison between the College and Vice Rectorate for Quality and Development for implementing program and course quality procedures.
- Participated in various quality committees and accreditation processes.
- Provided guidance to faculty, course coordinators, and heads of departments on quality matters.
- Reviewed course files, accreditation reports, and improvement plans to ensure compliance with quality standards.
- Attended workshops and followed up on quality meetings to ensure implementation of action plans.
- Prepared status reports and reviewed key performance indicators (KPIs) and statistical data for program evaluations.

Collaborative Instructor

Jeddah International College Jeddah
Oct 2025 - Present

As a Collaborative Instructor at Jeddah International College, my primary role involves teaching leadership and organizational behavior courses to graduate (Master's) students. I design and deliver advanced, research-informed lectures that integrate contemporary leadership theories, organizational dynamics, and applied behavioral frameworks.

I facilitate critical discussions, case analyses, and experiential learning activities to bridge theory and practice, enabling students to analyze complex organizational challenges and develop strategic leadership insights. I provide structured feedback on assignments, research projects, and presentations to enhance students' analytical thinking, academic writing, and professional decision-making skills.

Additionally, I collaborate with faculty members and academic leadership to align course content with program learning outcomes and quality standards, contributing to an intellectually rigorous and engaging learning environment that supports graduate-level excellence.

Management Consultant

Business Performance Clinics Jeddah
Aug 2024 - Present

- Developed strategic and operational plans for clients to improve business performance
- Led cross-functional teams to implement organizational changes and increase efficiency
- Conducted market research and analysis to identify growth opportunities for clients

Management Consultant

Change Journey Company Saudi Arabia
Apr 2024 - Present

- Developed strategic and operational plans for clients to improve business performance
- Led cross-functional teams to implement organizational changes and increase efficiency
- Conducted market research and analysis to identify growth opportunities for clients

Ad-Hoc Reviewer

Journal of Organizational Effectiveness: People and Performance
Bingley, United Kingdom
Apr 2024 - Present

- Reviewing and analyzing research papers.
- Providing constructive feedback to authors and editors.
- Ensuring accuracy and adherence to journal guidelines.

Training Center Director

University of Business and Technology Jeddah
Feb 2025 - Aug 2025

- Lead the UBT Training Center, responsible for strategic planning and execution of training programs.
- Oversee development initiatives for faculty, students, and professionals in the labor market.
- Design and implement workshops, certifications, and development programs to enhance teaching, employability, and workforce skills.
- Collaborate with university departments and external partners to align training with institutional goals and market demands.
- Promote a culture of continuous learning, leadership development, and professional growth across the university community.

Administrative Officer

King Saud Bin Abdulaziz University for Health Science Jeddah
Jan 2016 - Aug 2024

Professional Administrative Officer in the Basic Medical Sciences, College of Medicine- Jeddah, King Saud Abdulaziz University for Health Sciences. I am currently handling all department administrative tasks including daily communications, reports, letters, attendance, property management, laboratories and educational venues' supplies along with its yearly budget and scheduling, faculty members' teaching schedules and administrative needs, academic schedule preparation, examination/invigilation schedule preparation, department meetings coordination, the medicine program's annual report, and many other duties upon request. On the other hand, I was assigned previously in Quality Assurance Unit to fulfill National Center for Academic Accreditation and Assessment (NCAAA) requirements in order to achieve institutional and program accreditation and got familiar with the most common quality processes, practices, and platforms in the academic field.

Collaborative Instructor

Saudi Electronic University Jeddah
Oct 2023 - Dec 2023

As a Collaborative Instructor at Saudi Electronic University, my primary role involves teaching English language skills to first-year students in their academic program. I develop and deliver engaging lessons, incorporating speaking, listening, reading, and writing exercises to enhance their language proficiency. I provide individualized support and feedback to students to improve their English language proficiency and academic communication skills. Additionally, I collaborate with fellow instructors and academic staff to ensure a holistic and effective learning experience, fostering a supportive and inclusive environment for student success.

Teaching Experience

King Abdulaziz University Jeddah
Apr 2022 - Dec 2022

In my 'Teaching Experience' as a primary instructor during my Ph.D. program at King Abdulaziz University, I delivered the 'Operations Management' course. I designed the course syllabus, learning objectives, and assessments, delivered lectures, led discussions, and provided one-on-one assistance to students. Additionally, I was responsible for designing and grading assignments, exams, and projects. My role in the course included implementing innovative teaching strategies to engage students in interactive learning, making a substantial contribution to their understanding of operations management concepts.

Senior Officer Customer Relations

SABB Bank Jeddah
Nov 2013 - Jul 2015

Customer service representative with an opportunity to utilize my skills and knowledge for the benefit of the financial institution to serve the customers, and provide services such as account opening/closing, info, transaction history, ATM cards issuance, cheque book issuance, and day to day operations. The other side of my role is selling products such as personal loans, credit cards, and home loans.

Associated Officer Customer Service

Bupa Arabia Jeddah
Feb 2013 - Sep 2013

A helpline customer service to help the customers to have all services they need such as the list of services providers, negotiation with providers, approvals for medical cases, solving problems and any general information about health insurance products and services.

Trainee

Al Ahli Commercial Bank Jeddah
Mar 2012 - May 2012

Hands-on branch operations, networking, and customer service.

Education

Ph.D. in Business Administration

King Abdulaziz University Jeddah, Saudi Arabia
2020 - 2024

Master of Business Administration

University of Business and Technology Jeddah
2015 - 2018

Bachelor's Degree in English Language

King Abdulaziz University Jeddah
2008 - 2012

Certifications & Courses

- Academic Quality Practitioner, Education & Training Evaluation Commission (03/2025)
- Certified Governance Specialist Program, Governance Academy (09/2024).
- Fellow, Global Academy of Finance and Management (09/2024).
- Mustashar Accelerator Program, Mustashar Accelerator (05/2024).
- Strategic Planning Certificate, Genius Thinking Center for Training (04/2024).
- Developing the Consultant's Skills in Strategic Management Certificate, Genius Thinking Center for Training (04/2024).
- Chief Executive Officer Skills Certificate, Genius Thinking Center for Training (04/2024).
- Strategic and Executive Leadership Certificate, Genius Thinking Center for Training (04/2024).
- Strategic Thinking Certificate, Genius Thinking Center for Training (04/2024).
- Nano degree in digital marketing from Udacity, Misk Academy (2020).
- IELTS Academic (7.0), IDP (02/2020).
- Training Of Trainers, Scientific Administration Institute (05/2018).
- Project Management Training, Anexas Consultancy (11/2017).
- Certified Lean Six Sigma Green Belt, Anexas Consultancy (09/2017).
- The Retail Banking Professional Foundation Certificate, SAMA (01/2015).
- Modern Marketing, Yousuf Naghi High Training Institution (06/2014).
- Skills Of Business Administration, Yousuf Naghi High Training Institution (06/2014).
- Retail Banking Refreshment Program, SABB Bank (03/2014).
- Medical Terminology, Bupa Arabia (03/2013).
- Finance Management, College Of Business Administration (07/2012).

Honors & Awards

- Certificate of appreciation from the General Authority for Small and Medium Enterprises (Monsha'at) for my recognized efforts and valuable contribution in delivering a session titled "The Role of Educational Institutions in Supporting Entrepreneurship" during Education Week, held on January 20, 2025, under the supervision of the Monsha'at Support Center in Jeddah.
- Certificate of appreciation from NASA International Space Apps Challenge for my outstanding participation and efforts as a Galactic Local Judge during the 2024 NASA International Space Apps Challenge, held on October 5-6, 2024, in recognition of contributions toward addressing challenges we face on Earth and in space.
- Certificate of appreciation from NASA International Space Apps Challenge for my outstanding participation and efforts as a Galactic Local Mentor during the 2024 NASA International Space Apps Challenge, held on October 5-6, 2024, supporting innovation and collaboration to solve global and interplanetary issues.
- Bulcatize of appreciation from College of Medicine - Jeddah, King Saud bin Abdulaziz University for Health Sciences, for my outstanding performance in the Academic Year 2023-2024.
- Certificate of appreciation from Kabi Company for my recognized efforts and valuable contributions as a trainer in delivering training courses for employees serving pilgrims during the Hajj season of 1445 AH (May 1, 2024 - June 6, 2024).
- Certificate of appreciation for my contributions to College of Medicine - Jeddah program accreditation NCAAA (2021).
- Certificate of appreciation as a student for cooperating and attending NCAAA meeting, University Of Business & Technology (05/2017).
- Certificate of appreciation for distinguishing dedication and effort shown during ADAA-Forms Cycle for Academic Year 2016- 2017, King Saud Bin Abdulaziz University for Health Science (01/2017).

Publications

- "Unveiling the Dark Side of Leadership: A Comprehensive Systematic Review on Exploitative Leadership." Journal of Human Behavior in the Social Environment. (Under review)
- Bajaba, S., & Basaad, S. (2025). Safeguarding well-being under exploitative leaders: The buffering effects of follower strategies on perceived injustice. Stress and Health, 41(6), e70127. https://doi.org/10.1002/smi.70127
- Basaad, S., & Basahal, A. (2023). A Qualitative Study on Factors Influencing Supervisory Support: An Employees Perspective. International Review of Management and Business Research, 12(2), 2439. https://doi.org/10.30543/12-2(2023)-3
- Basaad, S., Bajaba, S., & Basahal, A. (2023). Uncovering the dark side of leadership: How exploitative leaders fuel unethical pro-organizational behavior through moral disengagement. Cogent Business & Management, 10(2). https://doi.org/10.1080/23311975.2023.2233775

Case Studies & Teaching Cases

- Basaad, S. (2026). The Right Time to Leave: CEO Succession Planning at Elm. The Case Centre, Case Reference No. 426-0054-1.
- Basaad, S. (2026). Zid's Next Leap: From Storefront Platform to Commerce Ecosystem. The Case Centre, Case Reference No. 326-0132-1.
- Metair, H., Abukwaik, A. M., Almoalleem, A., & Basaad, S. (2025). Smart Parking Solutions at UBT: From Asphalt to Algorithms. The Case Centre, Case Reference No. 625-0039-1.
- Tunsi, W., Jamjoom, Y., Shoalb, H., Asfahani, A., & Basaad, S. (2025). UBT's Leadership Challenge: Honoring the Past, Embracing the Future. The Case Centre, Case Reference No. 425-0113-1.

Conferences

- "Unraveling the Exploitative Leadership Knot: Insights on Employee Well-being, Interactional Injustice Mediation, and the Power of Managing Your Boss" Presented at the 2023 Midwest Academy of Management Conference, Chicago, IL.

Academic Services

Ad-Hoc Peer Reviewer

Reviewed manuscripts for the following peer-reviewed journals:

- Journal of Organizational Effectiveness: People and Performance
- Journal of Nursing Management
- European Management Review