

Dr Tariq Almutairi

Bridging Academia and Practice | Building Entrepreneurial Ecosystems | Driving Innovation for Vision 2030

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📍 Hafr Al-Batin, Saudi Arabia

PEOPLE | IDEAS | OPPORTUNITIES

Executive Profile

Strategic academic leader and Assistant Professor with extensive experience in marketing, management, entrepreneurship, and innovation. As Director of the Entrepreneurship Center at the University of Hafr Al-Batin, I lead initiatives that transform entrepreneurial ideas into a university-wide ecosystem, advancing startup development, innovation commercialization, strategic partnerships, and student success in alignment with Saudi Vision 2030. My international academic journey, including doctoral research at Cranfield University and business education at Brunel University London, has shaped a global perspective. I combine teaching, executive training, applied research, and institutional leadership to deliver measurable impact, strengthen university-industry collaboration, and foster sustainable innovation and economic development.

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Knowledge
Empowers
People and
Builds Nations

Key Impact Highlights

					
25 Startups	University-Wide Ecosystem	Strategic Partnerships	International Success	3 Gold & 3 Silver	20+ Years
Incubated or supported through the Entrepreneurship Center in the last 5 years.	Established and lead the Entrepreneurship Center, advancing startups, innovation and commercialization.	Collaborations with government agencies, industry, and international universities.	Led university teams at the Geneva International Exhibition of Inventions (2025 & 2026).	at ITEX Malaysia 2025	Experience in higher education, executive training, consulting, and research.

Professional Experience

Jun 2024 – Present	Director, Entrepreneurship Center University of Hafr Al-Batin, Saudi Arabia - Lead the university's entrepreneurship, innovation, and commercialization strategy aligned with institutional priorities and Saudi Vision 2030. - Design and deliver startup incubation programs, innovation bootcamps, and capacity-building initiatives for students, faculty, and external stakeholders. - Establish and manage strategic partnerships with government agencies, industry, and international universities. - Lead student innovation and startup development, mentoring multidisciplinary teams for national and international competitions while promoting IP and commercialization.
Sep 2023 – Present	Assistant Professor in Marketing and Management University of Hafr Al-Batin, Saudi Arabia - Deliver undergraduate and postgraduate courses using research-informed and industry-focused approaches. - Supervise and mentor students, and contribute to curriculum design, quality assurance, and departmental initiatives.
Aug 2022 – Sep 2023	Assistant Professor in Marketing, Management & Entrepreneurship University of King Khalid, Saudi Arabia - Deliver undergraduate and postgraduate teaching, research supervision, and student mentoring. - Contributed to program development and institutional initiatives.
Jan 2016 – Jul 2020	Business Lecturer Cranfield University, United Kingdom - Delivered postgraduate and undergraduate teaching in business and management. - Supervised research projects and supported executive education and industry engagement.

Education

2021	PhD in Brand Management Cranfield University, United Kingdom
2014	MSc in Business & Management Brunel University London, United Kingdom
2013	BSc in Business & Management Brunel University London, United Kingdom

Leadership & Governance

	Innovation & Entrepreneurship Entrepreneurship Center leadership, startup development, project evaluation, and innovation initiatives.		Strategic Partnerships Collaboration with government agencies, industry, and international universities.
	Academic & Institutional Development Strategic planning, curriculum development, quality assurance, accreditation, and departmental initiatives.		Research & Project Funding Support for research initiatives and funding opportunities.
	Committee Service Member and contributor to university committees supporting governance, strategy, and institutional development.		Digital Transformation Initiatives to enhance innovation and digital capabilities.

National and International Representation

	Monsha'at Participation in entrepreneurship and startup ecosystem initiatives.		Saudi Authority for Intellectual Property Engagement in IP and commercialization initiatives.
	International Engagement Representation at international universities, conferences, and innovation competitions.		Innovation Competitions Leadership of student teams at ITEX Malaysia and Geneva International Exhibition of Inventions.

Research and Consulting Expertise

	Research Expertise - AI in Marketing & Entrepreneurship - Entrepreneurship Education - Innovation Management - Strategic Marketing - Consumer Behaviour - Brand Management - Technology Adoption - Business Model Innovation		Executive & Consulting Expertise - Entrepreneurship Ecosystems - University Innovation Strategy - Commercialization - Startup Development - Strategic Partnerships - KPI Design and Performance Management - Higher Education Transformation - AI Adoption and Digital Innovation
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Research Methods

SEM / SmartPLS | CB-SEM | SPSS | Quantitative Research | Qualitative Research
Survey Design | Literature Review | Scale Development

Core Executive Skills

Strategic Leadership	Executive Management	Innovation Strategy	Entrepreneurship Development
Strategic Partnerships	Stakeholder Management	Research Leadership	Executive Communication

 **Academic Publications**
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