

Bios:

Dr. Wajdi Ben Rejeb is an esteemed expert in business strategy and entrepreneurship, holding a PhD in Management Sciences and serving as a Senior Lecturer at the University of Lincoln, UK. With a robust background in academia and entrepreneurship, Wajdi brings a distinctive perspective to his role as a trainer and mentor.

Throughout his career, Wajdi has been actively engaged in the startup ecosystem, co-founding ventures across diverse sectors such as e-learning, online market research, and online freight marketplace. Notably, he was honoured as one of the winners of the prestigious Orange Social Venture Prize in Africa and the Middle East in 2017.

In addition to his entrepreneurial pursuits, Wajdi is deeply committed to supporting aspiring entrepreneurs and future leaders through various consultancy, advisory, and mentoring roles. He has lent his expertise to entrepreneurship, employability, and empowerment programs sponsored by renowned institutions such as the World Bank, the Dutch government, and the German International Cooperation GIZ.

Moreover, Dr. Rejeb is a co-creator of the Lean Strategy Canvas, an innovative entrepreneurial tool and strategic framework developed in collaboration with Dr. Afsaneh Bagheri. This powerful tool empowers startup founders and business managers to craft effective strategies for their ventures in a practical, agile, and results-driven manner.

Dr Afsaneh Bagheri is an experienced lecturer in entrepreneurship and co-leader of the MSc in International Business at the University of Lincoln, UK. She has published several papers on entrepreneurship, innovation, and leadership in top-tier journals and has mentored startups in the process of their scaling and growth in the Middle East. Afsaneh is a guest researcher at the Reh Centre for Entrepreneurship at Clarkson University, New York, USA. She has given several talks to MA and PhD students at the University of the West of Scotland in the UK, and Clarkson University in the US.

Afsaneh is a co-creator of the Lean Strategy Canvas, which is an innovative tool that guides entrepreneurs in the process of their strategic development and improves their success and survival, specifically in highly challenging and uncertain business environments in collaboration with Dr Wajdi Ben Rejeb. The tool enables the founders of startups and SMEs to develop agile and effective strategies for their business through hands-on and practical activities.