Application Form

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Profile

	Jalal	H.	Maqableh	
Prefix	First Name	Middle Initial	Last Name	Suffix

jalal@maqableh.info
Email Address

943 Northfield ct
Home Address

Suite or Apt

Harrisonburg
City

VA
State

22802
Postal Code

How many years have you been a resident of Harrisonburg?

8

Mobile: (540) 820-4823
Primary Phone

Alternate Phone

Shenandoah Valley Small
Business Development Center
Employer

Business Advisor
Job Title

___

Demographics - *(Submission of this information if voluntary and will not subject you to any adverse treatment should you chose to not complete)*

Ethnicity

☑ Caucasian/Non-Hispanic

Gender

☑ Male

What is your age?

☑ 40-50 years old

Are you reapplying for a current position you hold? *

☑ No

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Which Boards would you like to apply for?

Economic Development Advisory Committee (EDAC): Eligible

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Interests & Experiences

Jalal H. Maqableh

Please tell us about yourself and why you want to serve.

Why are you interested in serving on a board or commission?

I want to share my international business experience, apply my organizational leadership education, and represent and be the voice of the immigrant community.

What other interests or concerns do you have regarding the community?

Helping the immigrant community to be involved. Build a sense of belonging and ownership for this community.

What relevant experience or education do you have to this board or commission?

- I'm a business consultant with international experience. - I'm a business advisor at Shenandoah Valley Small Business Development Center. - I'm a Ph.D. candidate in strategic leadership. - I'm an adjunct business instructor at JMU and EMU.

Please list any past or present community involvement e.g. City Council, Boards and Commissions, Citizen Academy, etc. in Harrisonburg or elsewhere:

- Harrisonburg Citizenship Academy (2021) - Harrisonburg Police Academy (2022) - Harrisonburg Firefighter Academy (2022) - Member of Harrisonburg Chief of Police Community Advisory Committee.

Maqableh__Jalal_Resume.pdf
Upload a Resume

EPSAC Applicants only

Bike/Pedestrian Subcommittee Applicants only

Jalal H. Maqableh

SENIOR CONSULTANT / PROJECT LEAD – DATA ANALYTICS

Results-driven, collaborative professional with 15+ years of experience analyzing, designing, recommending, and driving the adoption of data-driven solutions to enable organizations to measure performance against goals, identify trends and patterns, understand gaps, and increase visibility of opportunities and issues. Strength in capturing and integrating large structured and unstructured data sets, build data assets, and presenting actionable insights to leadership to fuel decision making. Proven ability to quickly master and apply new systems and analytical techniques to solve complex human capital, financial, operational, and quality of service problems.

Core Competencies:

- Data Collection, Cleansing, Mining & Manipulation
- Measurement, Predictive & Historical Modelling
- Data Visualization, Dashboards & Actionable Insights
- Data Governance, Standardization & Quality Improvement
- Strategic Planning & Organizational Transformations

- Qualitative & Quantitative Research
- Statistical and Regression Analyses
- Cross-Functional Team Collaboration
- Project Planning & Management
- Communications & Presentations

PROFESSIONAL EXPERIENCE

Virginia Small Business Development Network (US Small Business Administration partner)   2017-Present
Business Intelligence Consultant – Virginia Small Business Development Center (VA SBDC), State Office
Business Advisor – Shenandoah Valley Small Business Development Center

Participate in complex quantitative and qualitative data analysis initiatives to enable businesses and government entities to launch new products, penetrate new markets, strengthen financial performance, elevate operating efficiency, and achieve continued growth organically and through acquisition. Collaborate with stakeholders at all levels to uncover data-driven insights to solve challenges and achieve success across the business lifecycle. As a GrowthWheel Certified Business Advisor, build and maintain trusted relationships with clients within the manufacturing, hospitality, food services, eCommerce, automotive, and learning sectors.

Selected Projects & Solutions:

- **Recommended and led an enterprise-wide data visualization initiative for the VA SBDC 26 offices network that increased visibility of the organization's value in positively impacting economic growth across the state leveraging Tableau and PowerBI.** Captured, extracted, transformed, and unified data from 26 offices Oracle database into a suite of visualizations for presentation to management and funding partners, and for VA SBDC's website to communicate impact of services.

- **Developed a data-driven strategy for VA SBDC to enhance decision-making on programs and services.** Designed a data value chain to improve understanding of data flow, generate value, and assist in improving organizational performance.

- **Collaborated in redesigning VA SBDC's website to support increased demand of information following the COVID-19 pandemic.** Participated in team to define, develop, and integrate new functionality to enable users to access site and content through mobile devices.

- **Provided business consulting services to 300+ clients in launching and growing businesses across multiple sectors.**
  - Collaborated with entrepreneurs to conduct comprehensive market assessments, define target markets, and develop customer segmentations.
  - Assisted inspiring business owners to develop and implement business plans, track progress, and measure results against business plans.
  - Partnered with businesses in building data-driven environments to identify opportunities for strengthening human capital, optimizing cash flow, fueling market and revenue growth, and launching products.

- **Instrumental in enabling an auto parts retailer to transform into an eCommerce business.** Assessed, recommended, and provided the leadership, best practices, and strategies for the build out of website that reduced costs and drove growth.

- **Partnered with large logistics company to transform their business model.** Evaluated, strategized, and provided actionable recommendations to build the organizational structure, processes, platform, and capability to enable company to evolve into a key distributor of products to government agencies in the East Coast.

Independent Consulting Services   2010-2017
Senior Consultant

Partnered with senior executives in leveraging data-centric approaches to identify root causes of multifaceted business challenges, understand weaknesses and gaps, determine the strategies, and guide the execution of roadmaps to improve financial, operational, human capital, and market performance.

Selected Projects & Solutions:

➤ **Assessed, strategized, and recommended talent lifecycle management best practices to enable Toyota/Lexus dealership network to improve customer satisfaction levels with post-sale services.** Collaborated with leadership to collect and analyze data obtained from client surveys, secret shopping program, sales interviews, and service centers' systems. Developed regression models to compare datasets for each site and brand. Presented results and actionable recommendations on expanding workforce and implementing reward system.

➤ **Analyzed Sony's marketing and sales strategies, and recommended improvements to enhance competitive advantage within the EMEA market.** Captured and analyzed historical and real-time sales performance data. Built a comprehensive salesforce development strategy, encompassing new business model, development program, and performance evaluation framework to maximize overall effectiveness of salesforce in enabling business growth.

➤ **Led project to integrate data analytics and data mining methodology into Asiacell's Marketing Department to improve return on investment (ROI).** Developed and implemented the data analytics and mining strategy, built marketing business models, and trained the team on best practices for analyzing data to identify trends, patterns, and opportunities.

➤ **Guided 200+ leaders across operations, finance, technology, and engineering in developing a corporate strategy to improve profitability of the $1.2B Saudi Electric Company.** Introduced and guided the adoption of GE's Change Acceleration Process (CAP) and Six Sigma best practices to guide impactful organizational changes focused on attracting investments, enhancing efficiency, improving service quality and reliability, and strengthening competitive advantage.

➤ **Contributed to large project to enable United States Agency for International Development (USAID) to develop and launch a mobile app to serve and communicate with 2 million citizens in the second largest city in Jordan.** Served as the liaison between mobile development company, city management, and donors to define functionality, security structure, and data integration strategy to maximize effectiveness of mobile app.

➤ **Designed the data collection, analysis, and reporting strategy to mitigate potential risks at 7 local and state elections in Jordan for the National Democratic Institute.** Built the data collection mechanisms, defined the plans, trained the teams, developed quality assurance measures, captured real-time data from 2,500 election monitoring resources, and produced reports from centralized database for stakeholders, the media, and the general public.

EDUCATION & CREDENTIALS

JAMES MADISON UNIVERSITY • Harrisonburg, VA
PhD, Strategic Leadership; Concentration in Organizational Science and Leadership (Expected 2023)

Dissertation: "Crisis Leadership: The Qualities of Leaders in Helping Businesses Survive and Successfully Recover from the COVID-19 Pandemic." Conducted large-scale research on small business leaders throughout the state of Virginia.

EASTERN MENNONITE UNIVERSITY • Harrisonburg, VA
MS, Conflict Transformation; Concentration in Organizational Conflict (2017)

Philadelphia University • Jordan
BS, Software Engineering (2009)

TECHNOLOGY PROFICIENCY

SPSS	Tableau	PowerBI	MS SQL	SQL	Oracle	PHP
MS Excel	MS PowerPoint	MS Access	MS SharePoint	Cloud Computing	Python	R