

# Ignite Creativity, Lead Change: Tunis Awaits You!

Join us for a transformative week-long Summer Innovation Camp, designed to inspire, educate, and connect the next generation of leaders and innovators. Hosted in the vibrant city of Tunis, this unique program offers an unparalleled opportunity to learn from world-renowned speakers, engage with industry leaders, and explore cutting-edge topics.

## Why Attend?

- **Exclusive Access to Global Thought Leaders:** Learn directly from a curated lineup of internationally acclaimed experts and professionals. This year's camp features impressive speakers from various sectors, including artificial intelligence, entrepreneurship, and sustainability.
- **Dynamic Workshops & Interactive Sessions:** Dive into specialized topics with sessions designed to spark creativity, foster innovation, and empower you with the skills to make an impact.
- **Startup Competition:** Showcase your ideas in our startup competition! Pitch in front of seasoned entrepreneurs and stand a chance to win exciting prizes, including monetary awards and in-kind support.
- **Networking Opportunities:** Connect with like-minded peers, industry professionals, and potential mentors who can help you navigate your future career path.



## Highlights:

- Keynote speeches by leading figures in innovation and business
- Hands-on workshops on the latest trends and technologies
- Opportunities to connect with local and international companies



# SUMMER INNOVATION CAMP 2024



**DATE:** June 24-28 – Program  
June 29 – Start-up Competition (optional)

**LOCATION:** Cite des Sciences,  
Rue La Cité des Sciences à Tunis, Tunis 1082, Tunisia

**COST:** 1000 TND Per Course

**700TND**  
for public university  
students in Tunisia


**PARTNERS:** AVILA UNIVERSITY • UNIVERSITY OF CARTHAGE • TUNIS SCIENCE CITY



# Speaker List with Topics

	NAME / TITLE	COURSE TOPICS Courses run at the same time – each student may take one course during this week.
	<b>BRIAN SMITH</b> President and Chief Executive Officer, Wagner Logistics	<b>Third-Party Logistics and the Supply Chain Industry:</b> This class explores the role of third-party logistics firms in the supply chain industry. It will begin by discussing why third-party logistics exists as a business model. It will then use case-studies to address challenges in the third-party logistics industry involving efficiency standards, labor and transactional relationships, and capital management.
	<b>LESLIE DORROUGH SMITH</b> Professor of Religious Studies and Gender Studies; Chair of the School of Humanities	<b>Feminism: A Global Movement:</b> The word “feminism” inspires strong feelings in many people, but what does that word mean? It is a movement just for women? How has it been interpreted across place and time? Leslie Dorrough Smith will explore the social and historical evolution of feminism as well as its presence today as a global (and incredibly diverse) movement.
	<b>DAVID FISHER</b> Chairman, InUni Global	<b>The Business of International Higher Education.</b> David Fisher explores the billion-dollar industry of international higher education, looking at the industry through the lens of InUni Global and the life-cycle of the international student. A must-take program for anyone interested in study abroad – or in working in this massive and growing industry.
	<b>IBRAHEEM BADEJO, Ph.D.</b> Johnson & Johnson	<b>Innovation and Entrepreneurship.</b> Ibraheem Badejo explores the subject of innovation with a focus on his industry, healthcare. As a prolific inventor, he wants to also discuss what it takes to invent and how to protect such inventions. Inventions and innovation require funding, how to raise funds, and build a sustainable company.
	<b>LAWRENCE MARSH, Ph.D.</b> Professor Emeritus in Economics (retired), University of Notre Dame	<b>Regression Analysis: Understanding and Building Business and Economic Models.</b> University of Notre Dame economist Larry Marsh sees regression analysis as an essential tool in business and economics for prediction and forecasting. This course will enable you to understand how to make effective use of regression analysis. Required prerequisite for this course is a course in basic probability and statistics
	<b>DAVID HAMOD</b> President at Chief Executive Officer, National US-Arab Chamber of Commerce	<b>Community Engagement: An Arab-American Perspective:</b> Community engagement is at the heart of civil society. In the USA, non-governmental organizations (NGOs) – like chambers of commerce – play an instrumental role in shaping national policies and fostering economic growth. Trade associations are an integral part of this process, and David Hamod will share perspectives (as an American of Arab descent) on the importance of engaging community stakeholders in public policymaking.
	<b>CHRISTINE OJILE</b> Vice President, Strategy and Growth, Kantar Consulting LLC	<b>The Future of Global Commerce:</b> Christine Ojile looks through the lens of Kantar’s global retail framework, the Market Evolution Model (MEM); to demonstrate key drivers impacting market readiness. The future of commerce is influenced by macroeconomic factors, market disruptors, and other key factors / themes that will drive retail trade, product and brand development, and consumer shopping behavior.  This session will illustrate the power of research and leveraging fact-based data/ insights to drive strategy and decision-making across a variety of businesses.
	<b>GEORG OLOWSON</b> Leader, Artificial Intelligence Governance, IBM	<b>Artificial Intelligence: Promise, Peril and Issues:</b> In this five-day program, George Olowson reviews the evolution and development of artificial intelligence (AI) and explores both potential and dangers to consider. The class will also explore matters of AI governance and considers how to build trusted and ethical AI for business.

# Speaker List with Topics

	NAME / TITLE	COURSE TOPICS Courses run at the same time – each student may take one course during this week.
	<p><b>STEPHAN RECKIE</b> Chief Executive Officer, Edge of Space</p>	<p><b>Business Beyond Borders: Navigating the Cosmos</b> Embark on a cosmic journey to explore the fascinating intersection of business and space exploration. As humanity strides towards becoming a multi-planetary species, unprecedented opportunities for innovation and entrepreneurship are unfolding. This course delves into the rich history of humanity's ventures into space and provides a comprehensive overview of the evolving landscape of space business. From the early space race to the contemporary era of private space exploration, we will examine key milestones, breakthroughs, and the transformative impact of space technology on various industries. In the spirit of the Overview Effect, where borders disappear when viewed from space, we will challenge traditional notions of business boundaries. Space is the ultimate frontier, and as we reach for the stars, we will explore how businesses can transcend terrestrial constraints and capitalize on the boundless opportunities that space presents.</p> <p>Join us on this intergalactic adventure as we investigate whether the sky is the limit for aspiring entrepreneurs and business leaders. Are you ready to boldly go where no business has gone before? Enroll now and be part of the next frontier in commerce!</p>
	<p><b>TOM SULLIVAN</b> Vice President, Small Business Policy, US Chamber of Commerce</p>	<p><b>Political &amp; Legal Influence of SMEs in the United States and Abroad:</b> This program will explore the political and economic influence of SMEs in the United States and how that value translates into a legal framework advantageous to the SME community. The 5-day program will examine models used regionally and nationally in the United States as well as international approaches and will dive into challenges that confront SME stakeholders</p>
	<p><b>HASSEN DHRIF, Ph.D.</b> Industry Leader in Applied Sciences, Machine Learning (ML) and Artificial Intelligence (AI)</p>	<p><b>Design Breakthrough Products with Generative AI &amp; Multimodal Systems.</b> This 5-day program helps participants gain skills to prototype user-centric solutions and craft an AI integration plan for their startup through interactive sessions and hands-on workshops.</p>
	<p><b>JIM BURKEE, Ph.D.</b> President, Avila University</p>	<p><b>The Legacy of Hannibal Barca.</b> This program examines the life and impact of Hannibal Barca, who led the last army to challenge Roman supremacy in the ancient Mediterranean. It will explore Carthage's impact on the region and his, and its, legacy in modern-day Tunisia.</p>
	<p><b>MALEK KOCHLEF</b> Director of International Cooperation, Tunisia Ministry of Higher Education and Scientific Research</p>	

## Don't Miss Out on This Unforgettable Experience!

Limited spots available. Register now to secure your place in the **Summer Innovation Camp 2024** and take the first step towards transforming your ideas into reality.

## Contact Us:

Website: [Avila.edu/ignite-creativity-lead-change-tunis-awaits-you](https://Avila.edu/ignite-creativity-lead-change-tunis-awaits-you)

Email: [Hamzeh.Ghosheh@avila.edu](mailto:Hamzeh.Ghosheh@avila.edu)

Phone: 980.250.2688

# Speaker Description

---

**Ibraheem Badejo, Ph.D.:** Ibraheem (Ib) is a servant leader, prolific inventor, entrepreneur, and early-stage healthcare investor whose career spans many years in different roles in the medtech ecosystem. Currently, leads Johnson & Johnson MedTech R & D External Innovation programs. He's also a scientist, holder of multiple patents and previously a Research Fellow on innovation strategy and a the lead inventor for DERMABOND Advanced. Couple of his early stage investments were acquired by Johnson & Johnson and now commercialized.

**Hassen Dhrif, Ph.D.:** Hassen Dhrif is a results-driven Applied Science Leader with over 20 years of experience spearheading innovation in Machine Learning (ML) and Artificial Intelligence (AI). He has proven ability to translate cutting-edge concepts into real-world applications, particularly in Generative AI and Multi-Modality solutions with a focus delivering tangible business value through. He is skilled in utilizing advanced techniques such as autonomous AI agents (self-directed AI programs), Reinforcement Learning (training AI through trial and error), and Fine-Tuning Optimization (optimizing AI models for specific tasks and domains) to bring AI solutions to life.

**David Fisher:** David Fisher is Chairman and Chief Executive Officer of InUni Global, an international marketing and recruiting company of Global University Systems, one of the world's largest international higher education systems, a billion-dollar organization serving over 100,000 students. David is a Chartered Global Management Accountant with expertise in business strategy.

**David Hamod:** David Hamod is President and Chief Executive Officer of the National US-Arab Chamber of Commerce (NUSACC), the world's preeminent organization for fostering trade and investment between the United States and the 22 countries of the Arab world. In addition to his Washington DC-based consulting firm, Mr. Hamod worked with the US Chamber of Commerce, IBM, the Brookings Institution, and the *New York Times*.

**Lawrence Marsh, Ph.D.:** Lawrence Marsh is Professor Emeritus in Economics at the University of Notre Dame where he taught from 1975 to 2005. He served as a Visiting Professor at the University of Chicago's Booth School of Business in 2010 and in 2016-2017 at Avila University in statistics and research methods in psychology. He is the author of several books, most recently *Money Flow in a Dynamic Economy* (2023).

**Christine Ojile:** Christine Ojile is Vice President, Growth & Strategy-Retail practice at the London-based Kantar Group. Christine works with top-tier clients across a variety of industry verticals and markets. She interfaces with Kantar divisions to align solutions for clients' retail/shopper/category insights and capabilities development needs, and works on special projects to support Kantar's strategic initiatives. Christine was formerly a Regional VP for the "Syndicated" Solutions Client Development team, a Product Director for Kantar Retail's Share Groups, eLearning Libraries, and "live" Event Conferences offers. Before joining Kantar (legacy MVI) in 2002, Christine spent 19 years with Hallmark Cards in sales, training, product and trade marketing, and project management roles. Her experience included assignments of increasing responsibility in both North America and international arenas.

**Georg Olowson:** Georg Olowson is passionate about fostering responsible AI innovation that positively impacts society. He is leading IBM's Trustworthy AI community with 85+ experts in the DACH region. Georg is spearheading the Data & AI Partner business in DACH, shaping partnerships and driving strategic growth, in the area of Generative AI, Data and AI Governance.

**Stephan Reckie:** Stephan is the CEO and co-founder at Edge of Space, which provides STEAM access to Space. He is also the CEO and Co-founder of Angelus Funding, a trust-based global angel network investing in innovative, impactful companies. He is a member of the Global Business Angels Network. He is also the Executive Director of Global Entrepreneurship Network (GEN) Space, a universal network of ecosystems for Astropreneurs. As the CEO of the non-profit Transform Poverty Global, he is focused on finding market-based entrepreneurial solutions that address global poverty and other United Nations' Sustainable Development Goals. Stephan serves on the board of directors of numerous impactful companies, including Spring Health India and the University Corporation for Atmospheric Research (UCAR). He is an adjunct professor at Gonzaga University, teaching graduate MBA entrepreneurial skills.

**Brian Smith:** Brian Smith, President and CEO of Wagner Logistics (Kansas City, MO, USA), is a logistics executive with over 20 years of experience in private distribution, logistics consulting, and 3rd party logistics. Throughout his career, he has saved companies millions of dollars by bringing a direct, engineered, and common-sense approach to business challenges. Brian joined Wagner Logistics in 2005 (formerly a family-owned, Kansas City based 3rd Party Logistics provider) and served in various management roles before becoming the first-ever non-family member CEO in the company's 70+ year history.

**Leslie Smith, Ph.D.:** Leslie Dorrough Smith, Ph.D., is Professor of Religious Studies and Chair of the School of Humanities at Avila University (Kansas City, MO, USA), where she also directs the Women's and Gender Studies program. She earned her Ph.D. in Religious Studies and a Doctoral Certificate in Women's and Gender Studies from the University of California, Santa Barbara. Her research has focused primarily on American evangelicals and their impact on sex, gender, and reproductive policy. Her most recent publication is a textbook on the World Religions with co-author Steven W. Ramey (University of Alabama). In addition, she has also authored four other books and many scholarly and popular articles, most of which are related to the topics of religion and gender.

**Tom Sullivan:** Tom Sullivan heads small business policy at the U.S. Chamber of Commerce. Sullivan's career in small business advocacy spans 40-years in regulatory and legislative work from both the public and private sectors. Nominated by President George W. Bush and confirmed by the U.S. Senate, Tom headed the Office of Advocacy, an independent small business policy and legal office within the U.S. Small Business Administration (SBA), from 2002-2008. Tom serves on the Board of Directors for the Global Entrepreneurship Network (GEN).

**JOIN US IN TUNIS FOR A SUMMER OF LEARNING, INNOVATION, AND GROWTH.**