

**Deema Bibi**  
*CEO of INJAZ*

Deema Bibi is the Chief Executive Officer of INJAZ, a pioneering Jordanian not-for-profit organization advancing youth economic empowerment. Since 2005, she has led INJAZ's transformation into a national platform that now reaches over 850,000 youth annually through integrated programs in financial education, entrepreneurship, life skills, and digital competencies. Under her leadership, INJAZ initiated, managed, and institutionalized the mainstreaming of financial education in Jordan's national curriculum (Grades 7–12), and launched *mySTARTUP*, a business incubator that today is one of Jordan's leading hubs for early-stage startups, with specialized tracks in Green Entrepreneurship, EdTech, and Women Entrepreneurship.

Earlier in her career, Deema managed the ICT Program at UNIFEM Arab States Regional Office (now UN Women) and played a central role in the early growth of Maktoob.com, the Arab world's first major online platform. She also founded and led the Voice Processing Department at the Jordan Computer Center, where she introduced pioneering phone-banking systems across the region.

Beyond program delivery, Deema is a recognized ecosystem builder and policy advocate. She has served on multiple national committees and advisory councils in education, entrepreneurship, and sustainable development, shaping Jordan's entrepreneurship strategies, higher education and TVET reforms, and scientific research priorities. She continues to influence national agendas through her role on the Higher Education Council, Economic Modernization Vision 2030 Education Committee, and the Higher Council for Science and Technology Scientific Research Steering Committee.

Deema is a fellow and lecturer at Hussein Technical University (HTU 2023) and is a lifetime fellow in leading global leadership networks such as Eisenhower Fellowships (EF 2008), the Aspen Institute (MELI 2009), the International Women's Forum (IWF 2012), and Harvard (Harvard ALI 2017). She has received numerous international awards, including the Mosaic Social Leadership Award (2008, USA), the World of Difference Award (2012, USA), and the Excellence in Positive Change Award (2012, UK).

With over three decades of leadership experience, Deema brings together hands-on program design, high-level policy advocacy, and coalition-building across sectors, and is known as a champion of social entrepreneurship and financial inclusion. A frequent speaker and panel moderator, Bibi is valued for her ability to connect global insights with local realities, inspiring collective action for sustainable impact.