



**WOMEN IN DATA SCIENCE**  
AMMAN



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#WiDS2020

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# CONFERENCE SCHEDULE

SATURDAY, 11<sup>TH</sup> JULY, 2020

10:00–10:15 am	OPENING REMARKS
10:15–10:30 am	PATRONAGE SPEECH <b>HRH Princess Sumaya bint El Hassan</b>
10:30–11:00 am	GOVERNMENT DATA POLICIES IN JORDAN <b>Eng. Nada Khater</b> , <i>The division head of e-government strategies at the Ministry of digital economy &amp; entrepreneurship of Jordan</i>
11:00–11:30 am	DATA SCIENCE IN HEALTH <b>Lama Alkarmi</b> , <i>Data Management and Quality Manager at Electronic Health Solutions</i>
11:30–12:00 am	DECISION INTELLIGENCE <b>Tamara Al-Bsoul</b> , <i>ZAIN Jordan, Data Science Manager, MBA</i>
12:00–12:15 pm	BREAK
12:15–12:45 pm	PANEL: WHY DATA SCIENCE?
12:45–01:15 pm	THE IMPORTANCE OF DATA <b>Dr. Nailah Al-Madi</b> , <i>Associate Professor at Princess Sumaya University for Technology, WiDS Amman Event Coordinator</i>
01:15–01:45 pm	DATA ANALYSIS IN AVIATION INDUSTRY <b>Lina Abu Shami</b> , <i>Revenue Analyst at Royal Jordanian Airline</i>
01:45–02:15 pm	BIG DATA ANALYTICS IN THE CLOUD <b>Mais Arafat</b> , <i>Azure Big Data &amp; Analytics Engineer at Microsoft</i>

<b>02:15–03:15 pm</b>	<b>BREAK</b>
<b>03:15–03:45 pm</b>	<b>INTRODUCTION TO UNSUPERVISED LEARNING</b> <i>Dr. Raneem Qaddoura, Assistant Professor, Philadelphia University</i>
<b>03:45–04:15 pm</b>	<b>DATA SCIENCE IN BIOLOGY</b> <i>Dr. Heba Saadeh, Assistant Professor, The University of Jordan</i>
<b>04:15–04:45 pm</b>	<b>DATA SCIENCE IN TELECOMMUNICATION</b> <i>Malak Fraihat, Senior Data Scientist at Umniah</i>
<b>04:45–05:00 pm</b>	<b>BREAK</b>
<b>05:00–05:30 pm</b>	<b>PANEL: DATA SCIENCE ACADEMIC VS. INDUSTRY</b>
<b>05:30–06:00 pm</b>	<b>DATA SCIENCE FOR SECURITY</b> <i>Dr. Shernaz Al-HajBaddar, Associate Professor, Princess Sumaya University For Technology</i>
<b>06:00–06:30 pm</b>	<b>A PRACTICAL APPROACH TO DATA ANALYTICS</b> <i>Nour Azzam, Data Analytics Senior Consultant, PwC</i>
<b>06:30–07:30 pm</b>	<b>NLP AND DEEP LEARNING METHODS FOR HEALTH INFORMATICS USING PYTHON* (Prepare your laptops)</b> <i>Maria Habeeb, Research Assistant at the University of Jordan</i>
<b>07:30–07:45 pm</b>	<b>CLOSING</b>

## ENG. NADA KHATER

The division head of e-government strategies at the Ministry of digital economy & entrepreneurship of Jordan



Eng. Nada Khater is the division head of e-government strategies at the Ministry of digital economy & entrepreneurship of Jordan. Previously, Chief Operating Officer (COO) at information & technology experts (ITX) private company in Jordan. Prior to that, DELL product manager at MABCO group, which was IT solution provider in the private sector in Jordan. She has almost 15 years of experience with public and private organizations related to information and technology sector in Jordan.

She participated in the formulating Government Data Classification and Management Policy 2020. The policy is stated that government Data must be classified in accordance with the impact on Government, citizens, businesses and other beneficiaries of its loss, corruption or disclosure. The Policy will be used in order to determine where data is held, what controls over its storage, management, use and disposal are required, to whom it may be circulated or disclosed, and by whom it may be accessed.

She also participated in the formulating Open Government Data Policy in 2017. The Policy is a significant component in improving public trust in the Government, support decision-making, allow opportunity for revenue generation for startups and entrepreneurs and create new jobs in the private sector.

In addition, she worked in developing digital policies in Jordan that cover a wide range of digital communications, including the Jordanian Cloud Policy and the Artificial Intelligence Policy in partnership with partners and stakeholders.

Moreover, Eng. Nada is the Focal point for the Open Government Partnership Initiative, representing the Ministry for the third national plan 2016-2018 and fourth national plan 2018-2020. Initiative is concerned with the development & enhancement of the application of Open Government Data and institutionalization and enforcement of Access to Information Law.

## Lama Alkarmi

Data Management and Quality Manager at Electronic Health Solutions.

With over 15 years of experience in software solutions companies, 8 of which in the health care industry Eng. Lama Al-Karmi established the Data Management and Quality departments in EHS for the purpose of supporting the decision making process in the public healthcare sector by introducing health data analytics tools and concepts nationwide to promote for a data driven culture and to encourage the utilization of millions of patients electronic records available in Hakeem databases (the national EHR system used by all providers in the public healthcare sector) ultimately aiming to impact policy making and increase clinical effectiveness that is based on clear evidence exploited from real patient records.



## Tamara Al-Bsoul

ZAIN Jordan, Data Science Manager, MBA

Tamara has a solid background in Math, Statistics, programming, and business along with 9+ years of hands-on experience in predictive modeling, data management, data mining and machine learning using different tools and applications like Oracle SQL, Python, and SAS.

She currently manages a team of data scientists who is responsible for coming up with innovative solutions for various business challenges and problems using data science.



## Dr. Nailah Al-Madi

Associate Professor at Princess Sumaya University for Technology, WiDS Amman Event Coordinator

Dr. Nailah Al-Madi received her PhD degree in Computer Science from North Dakota State University, USA, in 2014 with GPA 4.00/4.00. During her PhD study, she worked as a research assistant, and got two awards (Doctoral Dissertation award, and being selected as one of the top 10% students to join Phi Kappa Phi Society), her PhD Dissertation is titled "Improved Genetic Programming Techniques For Data Classification". She is currently working as an Associate Professor at the computer science department, Princess Sumaya University for Technology, Jordan. She got the distinguished Teacher award for the year 2019. Her research interests include: Optimization and Evolutionary Computation, Data Mining, Artificial Intelligence, Big Data, MapReduce and Hadoop Framework, and Robotics.



# LINA ABU SHAMI

Revenue Analyst at Royal Jordanian Airline

Industrial Engineer graduated from University of Jordan in JAN 2016.

She Started her career by working as a quality assurance in the bank of Jordan then she moved to Royal Jordanian airlines where she found her passion in aviation

Lina worked in the heart of airlines, in the Revenue Management department as a revenue analyst engineer working on increasing and optimizing the revenue by utilizing the current resources.

She has 4 years of experience in data analytics and Decision making.





# MAIS ARAFAT

Azure Big Data & Analytics Engineer at  
Microsoft

Mais Arafat is an Azure Big Data and Analytics engineer at Microsoft responsible for supporting open source big data analytics platforms on Microsoft Azure, such as Azure Databricks and Azure HDInsight, built on the Apache Hadoop ecosystem. Graduated from Princess Sumaya University with a Master's degree in Enterprise Systems Engineering, Mais has distinguished herself in the data science field with a thesis in detection of Wangiri telecommunication fraud using ensemble learning. Employing her previous experience as a revenue assurance analyst in Orange Jordan, to use data science techniques in order to solve business faced issues such as fraud detection.



# Dr Raneem Qaddoura

Assistant Professor, Philadelphia University

Raneem Qaddoura is an assistant professor at Philadelphia University. She finished her PhD in computer science from the University of Jordan in the fields of machine learning and data mining. She also received the MSc, and BSc degrees from The University of Jordan in Computer Information Systems.



She has 4 years of academic experience in tuition and research and 9 years of industrial experience in information systems development and project management.

She is interested in machine learning, data mining, and evolutionary computing fields. Her current research involves evolutionary clustering and data clustering.

## Dr. Heba Saadeh

Assistant Professor, The University of Jordan

Dr. Saadeh is currently an Assistant Professor in Epigenetics and Bioinformatics at the Computer Science department, The University of Jordan, Jordan. She worked as a Research Associate at the Babraham Institute (in the Bioinformatics and Epigenetics groups), Cambridge, UK. Dr. Saadeh obtained her Ph.D. in Bioinformatics from King's College London, UK and her M.Sc. and B.Sc. in Computer Science from the University of Jordan. Her Research interests are Data Science specifically in the medical/biology fields. Dr. Saadeh is an active member of Jordanian Programmers Association and actively work with students' activities, training and contests.



# Malak Ziyad Fraihat

Senior Data Scientist at Umniah



Malak Fraihat is a senior Data Scientist at Umniah. She used to work at Orange Jo as a data scientist. She's an IB (International Baccalaureate) graduate, she earned her Bachelor's degree in Computer Information Systems from the University of Jordan. Currently, she's a Master's of Data Science student at Princess Sumaya University of Technology (PSUT) working on her thesis.

Malak is passionate about gaining more knowledge about Machine Learning & Neural Networks, in addition to taking any data science project opportunity that would allow her to develop herself and enhance her Data Science experience. Moreover, enrolling in an online learning courses has always been one of my favorite activities to do.

She's Interested In Data mining and Data Visualization; as one of their main roles is to reveal hidden interesting patterns. She developed the skills of data mining and the sensation of Data Visualization through working on a number of projects with the help of many libraries and tools such as sklearn, D3js, Tableau, folium for geo spatial data, and R (shiny).

## Dr. Shernaz Al-HajBaddar

Associate professor, visiting professor at Princess Sumaya University for Technology



Sherenaz Al-Haj Baddar earned her PhD degree in Computer Science from Kent State University in Ohio (USA) in 2009. She obtained her M.Sc. and B.Sc. in Computer Science from the University of Jordan, in Amman, Jordan, back in 2003 and 2001 respectively. While pursuing her PhD, she worked with Prof. Kenneth E. Batchner on novel strategies for designing faster sorting networks. Dr. Al-Haj Baddar is an associate professor of Computer Science at the University of Jordan, and is currently a visiting professor at Princess Sumaya University for Technology. Her research focuses on anomaly detection in computer networks and parallel and distributed computing



## Nour Azzam

Data Analytics Senior Consultant at PwC

Nour Azzam is a senior consultant in the Data Analytics team for PwC. She worked for many big clients varying across different industries, utilizing their data to help them make fact-based decisions. Her understanding of business combined with the technical capabilities helps her to connect technical complications with business needs in order to maximize the value to be added from data. She is also certified in analytics tools; Alteryx ETL tool as well as Tableau.



# Maria Habeeb

Research Assistant, the University of Jordan

Maria Habib, a research assistant at the University of Jordan, holds a master's degree in Web Intelligence and a Bachelor's degree in Computer Engineering from the University of Jordan. Currently, she is looking to pursue a PhD. in data science and artificial intelligence.

She is a former graduate research trainee at McGill University, in a Bioinformatics Lab (xiaLab). She has interests in evolutionary algorithms, multi-objective optimization, as well as, she has interests in bioinformatics.

