



Name: Abdullah AlWatian

Rank: Instructor - Management Information Systems

Personal Information

Nationality:	Kuwaiti
AU Joining Date:	19 th Jan 2026
E-Mail Address:	a.alwatian@au.edu.kw

Professional Information

Education:	MBA – International Management & Information Systems, Dublin Business School (Sept 2011 – Jan 2013) BA – Management & Information Systems, Dublin Business School (Sept 2008 – May 2011) Diploma – Digital Marketing & Social Media, European Institute of Communications (May 2013 – Aug 2013)
Specialization:	MIS & Marketing – BA and MBA in Business Management and Information Systems
Current Academic Position:	Instructor - Management Information System
Current Professional Positions:	Co-Founder of Baix Bakery Kuwait (and its subsidiary brands Samwich & Cleo) Co-Founder of Multitude Studio
Previous Administrative Position Held:	Group Marketing Director and Consultant, ARSG Abdulrazzaq AlSane Group (March 2020 – December 2024) Marketing Director and IT Consultant, Trolley Convenience Store (Jan 2019 – March 2021) CMO / Regional Marketing Director, Carriage App/Website (March 2016 – Dec 2018) Assistant Brand Manager (Marketing Department), X-cite (Dec 2013 – Dec 2015)
Previous Academic Positions Held:	Adjunct Instructor– MIS CoB AU

Fellowships And Honors:	
Teaching Experience:	1 Year at AU – Adjunct Faculty – MIS Instructor CoB
Industrial And Technical Experience:	• ARSG (Marketing Director/Consultant): marketing plans & budgets, KPI setting, team hiring, campaign execution, e-commerce/app metrics • Trolley (Marketing Director & IT Consultant): marketing team build, KPI/metrics, budget planning, online presence, UI/UX workflow consultation • Carriage (CMO/Regional Marketing Director): brand strategy, digital performance marketing, budgeting, marketing analytics (CAC/retention/CLV), team building across GCC • X-cite (Assistant Brand Manager): visual merchandising, promotions, in-store branding tools, supplier stand production, project management (Ramadan campaigns)
Research Interest:	
Research Grants:	
Research and Publications including Journal and Books:	
Paper Presentations at Professional Conferences:	
College Service including committee Membership:	Exams Committee CoB
National Service:	
College Committees:	