

LEEN NABULSI

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PROFESSIONAL EXPERIENCE

BECO Capital – Dubai, UAE

Feb 2022 - Apr 2025

Head of Value Creation

- Established BECO's value creation function, introducing a structured, data-driven approach to support portfolio growth, talent, and operations.
- Built systems to track portfolio needs and align internal resources for efficient partner coordination.
- Held regular founder calls to co-develop and update tailored value-creation plans.
- Led weekly portfolio reviews with partners and investment teams to prioritize support and cross-company synergies.
- Launched BECO's advisor program to recruit and onboard expert advisors with clear engagement scopes.
- Engaged with global VC peers and networks to benchmark and adapt best practices for MENA.
- Represented BECO at portfolio events and ecosystem forums to enhance visibility and community ties.

Principal

- Led sourcing and evaluation of startups across MENA, presenting high-potential investments to partners.
- Developed BECO's sourcing infrastructure by integrating tech tools and automated workflows.
- Conducted market and sector analyses to refine investment theses and fund focus.
- Built relationships with founders, investors, and ecosystem partners for deal sharing and collaboration.
- Delivered quarterly sourcing reports with data-driven insights on pipeline quality and coverage.
- Represented BECO at regional accelerators and ecosystem events to strengthen brand presence.

Rainmaking Innovation – Dubai, UAE

May 2018 - Jan 2022

Senior Venture Architect – Venture Studio

- Led corporate venture projects from scoping to validation, product development, and delivery across industries.
- Conducted market research, stakeholder interviews, and prototype validation for new venture concepts.
- Produced strategic reports and recommendations for client partners.
- Built partnerships with corporates, regulators, and government entities to support innovation agendas.

Managing Director – Startupbootcamp Dubai Smart City Accelerator

- Designed and executed two 3-month accelerator programs, managing 40+ workshops and recruiting mentors and experts from 1,500+ global applications.
- Organized international scouting events across Milan, Paris, Washington DC, Egypt, Jordan, Hong Kong, Taiwan, and Singapore.

- Connected startups with investors and corporate partners to drive traction.
- Managed key partnerships with Dubai Silicon Oasis, Visa, and Smart Dubai.

Alissar Flowers (Endeavor Portco) – Dubai, UAE

Feb 2016 - March 2018

E-Commerce Manager

- Launched Alissar’s online gifting platform in UAE, Jordan, and Qatar, overseeing content, pricing, and product strategy.
- Directed logistics and fulfillment operations, introducing new technology to optimize delivery and cold-chain processes.
- Collaborated with marketing and web teams on UI/UX design, campaigns, and performance improvements.
- Developed operational manuals, trained teams ahead of new market launches, and managed strategic partnerships and white-label collaborations.

Endeavor – Amman, Jordan

March 2012 - Jan 2016

Manager, Entrepreneur Selection & Growth

- Managed a portfolio of nine high-growth companies, supporting strategy, capital, and operations through the Endeavor network.
- Supported fundraising, business development, and board engagement, including multiple seed and Series A rounds.
- Led sourcing and evaluation across MENA, screening founders for innovation, scalability, and leadership potential.
- Prepared company analyses for Local and International Selection Panels.
- Promoted twice within four years, from Associate to Senior Associate to Manager.

JWT – Amman, Jordan

Jun 2011 - Feb 2012

Account Executive

- Managed marketing campaigns for clients including Zain Telecom, HSBC, and King Hussein Bin Talal Convention Center.
- Coordinated with creative, media, and research teams to deliver targeted advertising solutions.

SKILLS

Strategy & Venture Building, Value Creation, Portfolio Management, Ecosystem Partnerships, Market Research & Analysis, Deal Sourcing & Pipeline Design, Founder Relations, Post-Investment Support, Process Optimization, MS Office, Airtable, Miro, HubSpot

EDUCATION

Bachelor of Science (B.Sc.), Marketing

Bentley Univesrity - Waltham, MA, USA

Aug 2007 - Dec 2010

ADDITIONAL INFORMATION

- **Languages:** Arabic, English
- **Certifications:** IFC ScaleX Gender Lens Investing Immersive Program (2024), Venture Deals Certification – Techstars & Kauffman Fellows (2020)
- **Leadership:** Member, Global Women in VC (Dec 2022 – Present), Endeavor Leadership Program (2014–2016) — Selected for the Endeavor Fellows cohort; completed modules on self-awareness, change management & team leadership (Miami, San Francisco & New York)