

EISENHOWER FELLOWSHIPS – 2009 Multi-Nation Program
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Mr. Mohammed Al-Jasser
General Manager, Enterprise Key Account Sales
Saudi Telecom Company
Riyadh, SAUDI ARABIA

Mohammed Al-Jasser, a General Manager at Saudi Telecom Company, is responsible for developing and managing relationships with the top 114 Enterprise Key Account clients. He devoted his fellowship to gaining insights in support of his efforts to harness potential business growth in Saudi Telecom's market as a means to improve diversification within the Saudi Arabian economy and increase the prosperity of Saudi citizens with a focus on IT sector development. While on fellowship, Mr. Al-Jasser met with leading experts in order to discuss business strategy, market development, research and innovation, and the financing of the IT industry.

Mr. Al-Jasser met with a number of technology professionals, including federal and state authorities such as the Federal Communications Commission and the House Committee on Energy and Commerce in Washington DC. He also met with companies in the software and telecommunications industry, including Intel and Google in San Jose, CA, Microsoft in Redmond, WA and CISCO in Research Triangle Park, NC. Mr. Al-Jasser also spent a full day meeting individuals and touring the facilities of Qualcomm in San Diego, CA. Qualcomm representatives met with Mr. Al-Jasser to discuss market and regulatory developments, technology research and mobile broadcast multimedia opportunities.

Mr. Al-Jasser also spent a great deal of his fellowship focusing on small business development, entrepreneurship and innovation. Relevant organizations included the U.S. Small Business Administration, MIT Entrepreneurship Center and St. Louis Regional Chamber & Growth Association. He noted that "During my visit to the U.S. Small Business Administration I learned how the U.S. government is supporting the creation of small business through many programs. Saudi Arabia can benefit a great deal from creating similar programs...to develop the entrepreneurship potential...through training, facilitation of advisory services and the funding required to setup a new business."

Several visits to academic institutions also offered Mr. Al-Jasser a first-hand look at research being conducted on entrepreneurship and innovation. While in Boston, Mr. Al-Jasser attended the MIT Innovations in Management Conference and felt it was a great conference that focused on the convergence of technology, globalization and innovative corporate strategy. He also found his visit to North Carolina State University's Technology Entrepreneurship and Commercialization (TEC) to be incredibly useful, and he came away with a model for a similar center in Saudi Arabia.

One of the highlights of his program was a full day of meetings at Emerson, a global technology and manufacturing company based in St. Louis, Missouri. Mr. Al-Jasser had the opportunity to meet with many high level executives at Emerson to discuss a wide-range of topics. He commented that this was one of the very best meetings and that the discussions on Emerson's research and development strategy as well as overall business model were quite candid and valuable.

Mr. Al-Jasser concluded his program by saying "After a day and a half [of being on fellowship], I had felt that I had known some of the Fellows for years, and that I had made friends for life. If this outcome was the only gain from the fellowship, and it's not, it would have been enough for me."