

MARTINE J. ZAAROUR

ARCHITECT & ENTREPRENEUR | BUSINESS & DESIGN CONSULTANT

OEA BEIRUT #46642 | MOF #3112839 | FOUNDER & CEO: JAR THURAYA
YAC : EMBASSY OF THE NETHERLANDS | BOD: GINI LEBANON CHAPTER

PROFILE SUMMARY

Architect, first, I started my design career at Touza Arquitectos, a journey that transformed into a passion for creative implementation and design innovation. I expanded my expertise across Madrid, Beirut, Washington, and California, working in architecture, business development, and impact-driven strategies. As an entrepreneurship trainer and mentor, I have worked extensively with BIPOC and Latinx women in San Francisco, delivering training, reporting, monitoring, and evaluation to support business development, and I support women and youth from ideation to business growth designing curriculums for local NGOs. Founder of Jar Thuraya, an inclusive community of women producers in Lebanon specializing in traditional preserves inspired by local cuisine, and Seaeo, providing impactful training and resources for women entrepreneurs on WPS, Business, Design and Sustainability. I am completing my studies in Business Innovation with Gini and developing Generative AI Design and Branding Curricula. Currently leading roles as external consultant at LAU and Abaad. Fluent in three languages, I have expertise in Design, Business, Entrepreneurship and found my hobbies in model making, SUP and shell art.

CONSULTANCIES

2025 | Monitoring and Evaluation

Forsa II - 360 Consulting, Mercy Corps, Beirut, Lebanon

- Conducted data collection as an M&E enumerator for impact assessment and analysis, and FDG groups with youth beneficiaries from the program.

2025 | Women, Peace, and Security Trainer

Leadership for Sustainable Development NGO, Beirut, Lebanon

- Developed and delivered a WPS curriculum integrating gender perspectives, conflict resolution, and policy advocacy.

2024 | Design and Generative AI Consultant

Saudi Films, Riyadh, KSA

- Generative AI project integrating creative design and automation.

2024 | Entrepreneurship Trainer and Mentor

YEP, Farah Social Foundation, Beirut, Lebanon

- Designed and trained the YEP Entrepreneurship Program for marginalized youth in Lebanon, providing training, tailored mentoring, pitching practice, and reporting.

2024 | Youth Mentor

Education for Employment, EFE, Beirut, Lebanon

- Mentoring MENA youth for employment through guidance and support.

2023 | Business Coach

The Rural Initiative, GIZ, Beirut, Lebanon

- Provided 1:1 personalized support to program participants, including M&E and reporting.

2022 | Business Advisor

Centro Community Partners, San Francisco, California, USA

- Delivered training of Entrepreneurship Programs for BIPOC women in NorCal, 1:1 support, impact monitoring, and reporting. Collaborated with a Latinx team to enhance participant outcomes and conducted site visits in Oakland and San Francisco to assess program impact.

2023 | Business Coach

Jusoor, Agri-Accelerator, Beirut, Lebanon

- Conducted 1:1 support calls and provided tailored pitching training to the participants.

2019 | Communication Fellow

Hungry, Arlington, Washington, DC, USA

- Assessed program impact through community kitchen visits in Virginia and DC.

JAR THURAYA
LEBANESE HANDCRAFTED DELICACIES



CURRENT ROLES

2025 | External Consultant

Global Affairs Service Center - LAU GASC

Abaad, Center for Gender Equality

- Design and Business Development
- Report Design and Animation

2025 | Entrepreneurship Trainer

Bedayati NGO, Beirut, Lebanon

- Leading the culinary entrepreneurship training covering business development topics, branding, and market outreach.

2024 | Board of Directors

Global Innovation Institute, GINI, Beirut, Lebanon

- Developing business innovation curricula integrating business, entrepreneurship, and design.

EDUCATION

2014 | Bachelor of Architecture with Honors

Lebanese American University, Byblos, Lebanon

2019 | Fellowship in Economic Empowerment

Virginia Tech, US Department of State, Washington, DC.

- Advancing economic empowerment through policy exchange, leadership development, and best practices in entrepreneurship support.

2019 | Fellowship in Community Solutions

George Mason, US Department of State, Washington, DC.

- Inclusive entrepreneurship, community leadership, and social innovation. Included a four-month U.S. placement, leadership training, and implementation of a local action project to strengthen economic empowerment and community development.

2024 | Business Innovation

Global Innovation Institute, GINI

2024 | Curriculum Development for GCED

Asia Pacific Center for Education and Understanding

- Global Citizenship Education Capacity Building

2024 | Food and Beverage Management

Università Bocconi

2021 | UNWomen Training Curriculum

UN Women, MENA

- Women, Peace and Security
- Women's Economic Empowerment
- Women's Leadership and Decision Making
- Gender Equality and Education
- Sexual Violence and Gender Diversity
- Violence against Women and Girls

2021 | Google Project Management

Google Scholarship

- Agile Project Management
- Project Planning
- Foundations of Project Management
- Foundations of User Experience UX
- Foundations of Digital Marketing and e-commerce

INTERNATIONAL DELEGATIONS

2024 | ASME's Rowad 2024 Country Rep.
ESCWA MENA, Doha, Qatar

2022 | ADIFE Exhibition for SME's
GIZ, Abu Dhabi, UAE

2022 | Women Innovators Program Country Rep.
UNDP Arab States - 4YFN Program, Barcelona, Spain

- Participated in the MWC with 4YFN in Barcelona.

2021 | Gender Innovation Agora Country Rep.
UN Women MENA Region

2021 | Peace Ambassador, Country Rep.
Global Peace Chain

2021 | Dubai Expo Lebanese Pavilion, Country Rep.
UNDP Lebanon, Dubai, UAE

2019 | Arab Young Professional Forum Country Rep.
UNESCO, Tunis, Tunisia

2019 | International Youth Forum IYF3
UNESCO, Beijing, Changsha, Nanjing, China

2018 | Regional Forum on Gender Country Rep.
UNDP Arab States, Tunis, Tunisia

2016 | European Youth Event, EYE16 Country Rep.
European Parliament, Strasbourg, France

2015 | 5th UNESCO Youth Forum Country Rep.
UNESCO HQ, Paris, France

- GoUNESCO Country Research Team

2015 | Meeting of Design Students, MEDS
Urban Network, Byblos, Lebanon
ODDD, Byblos, Lebanon

- Program Delegate, Logistics and Operations.

ARCHITECTURE & DESIGN

2017 | On-site Architect
Mayne Group, Jounieh, Lebanon

- Led both architectural design and on-site excavation for large-scale projects, including a zoo, outlet mall, resort, and theme park. Oversaw concept development, spatial planning, and coordination with engineering and construction teams. Balanced creative vision with practical implementation to ensure design integrity from blueprint to build.

2015 | Concept & Design Architect
RHA, Jounieh, Lebanon

- Prepared detailed Bills of Quantities (BOQs) and construction documentation for residential, venue, and public space projects. Developed precise construction details to guide implementation and ensure compliance with design standards.

2014 | Visiting Architect
Touza Arquitectos, Madrid, Spain

- Worked on F&B outlets, hotels, and high-end residential villas in Spain as part of a diverse, Spanish-speaking architectural team. Contributed to design development, technical detailing, and site coordination while adapting to local regulations and cultural contexts. Operated directly under the guidance of the senior architect, ensuring project alignment with client vision and quality standards

ACCELERATORS & AWARDS

2025 | Giving Joy Awards
Giving Joy Organization, Boston, USA

- First Lebanese to be selected as one of six winners of the Giving Joy Award, which recognizes women entrepreneurs worldwide and supports them in their mission to create impact and grow their businesses.

2025 | Aspire VP SEED
Alfanar, Beirut, Lebanon

- Received funding and support from Alfanar for the rehabilitation of the community kitchen, enabling improved infrastructure and expanded impact.

2023 | Impact Accelerator
Seed Spot, California, USA

- Completed the Accelerator in California, gaining advanced training in scaling mission-driven ventures and refining business models for social impact.

2023 | Impact Accelerator | Pitch Winner: People's Choice Award
Because Organization, Idaho, USA

- Completed the accelerator training and received mentorship from CPG consultants, who supported in developing the expansion plan for California

2021 | The Startup Roadshow | Pitch Winner: 1st Prize Award
Spark, Jusoor, Beirut, Lebanon.

- Completed entrepreneurship training from ideation to business development; won the pitch competition and received SEED money to launch the business.

2021 | Ten Outstanding Young People of Lebanon Award
JCI, Beirut, Lebanon

2020 | Shaping Tripoli - Badael
Tripoli Entrepreneurs Club, Tripoli, Lebanon

2020 | Culinary Diplomacy Program
US Embassy Beirut, Lebanon

- Completed a Culinary Diplomacy program focused on food entrepreneurship, receiving mentorship from international chefs. Worked collaboratively with a diverse team from across the MENA region to explore culinary business models and cross-cultural innovation.

2019 | Youth Leadership Program YLP4 | Pitch Winner: 1st Prize Award
UNDP Lebanon, Injaz, Beirut, Lebanon

2019 | Fellowship Pitch Competition | Pitch Winner: Best in Category
Legacy, US Department of State, Washington, DC, USA

- Awarded Best in Category: Cultural and Environmental Preservation at the pitch event in Washington, D.C., recognizing the project's impact and innovation in sustainable, community-driven solutions.

COMPETENCIES

Languages

Arabic, English, French. [level 1 Spanish]

Softwares

Autocad 2D/3D, Sketchup, PSD, Ai, InDesign, Canva, Keynote, Gamma, Microsoft Office, Asana, Slack, Discord, Kobo. Modeling, Editing, and Generative Ai Design and Animation.

COMPANY BRIEF

Jar Thuraya is a social enterprise empowering women through culinary entrepreneurship and heritage food production. It provides training, market access, and income-generating opportunities for women in underserved communities. The initiative blends cultural preservation with economic empowerment to create sustainable, community-led impact.

SEAEO is a consultancy and training company specializing in design and business development. It provides tailored programs and advisory services to entrepreneurs, creatives, and startups across various sectors.