



# Aboud Barsekh Onji

DSc. Administrative | M.Eng EE. | MCM | DIRCOM

www.aboudonji.com

+52 (55) 4778 5148 | ing.onji@outlook.es

Birthday 29/07/87

Nationality: Mexican

About Onji has a Master's degree in Electrical Engineering (Electrical Power Systems Control) from Aleppo University, a Master's degree in Communication Management, and is a PhD candidate in Sciences, specializing in Administrative Sciences, at the National Polytechnic Institute. He is a researcher and expert in the development of Artificial Intelligence (AI) models for organizational innovation and Energy Management. He has published a variety of research papers on the application of "AI Optimization models" and "Genetic Algorithms" to the administration of electricity markets. Furthermore, he participated in international academic forums that focus on public administration and renewable energy. He is fluent in French, English, Arabic, and Spanish. He serves as the DIRCOM of the Embassy of the State of Qatar in Mexico since 2019. (<https://orcid.org/0009-0004-5440-8092>)

## About me

## Academic experiences and research lines

### EXPO ENERGY INTERNATIONAL MEXICO 2023

- Speaker on the panel on: "Wholesale Electrical Market in Mexico"

### Doctoral colloquium IPN, B2023

- Speaker on the panel on: "Macrostrategic Governmental Model for the Integration of Renewable Energy Sources Provided by Private Initiatives into Mass Electricity Generation in Mexico"

### EXPO CIRMMI 2023 Querétaro

- Master conference on the integration of renewable energy into the national electrical system

- Paper: "Use FACTS elements to improve Energy Exchange between countries in response to the high penetration of Variable Renewable Energy"

### Renewable Energy Management

- Use FACTS elements to improve energy exchange between countries in response to the high penetration of variable renewable energy. Journal of Research and Development. 2023. 9-24:15-23.DOI: 10.35429/JRD.2023.24.915.23

2023, Instituto politécnico Nacional, Mexico City, "Macrostrategic Governmental Model for the Integration of Renewable Energy Sources Provided by Private Initiatives into Mass Electricity Generation in Mexico"

- 2016, Aleppo University, "The decision-making process to optimize the purchase and sale of electrical energy between countries." ISSN 2789-9594

- 2012, Aleppo University, "Controlling high-voltage networks using FACTS (Flexible AC Transmission System) regulators"

- 2013, Aleppo University, "Reducing voltage rises caused by the Ferranti effect in high and extra-high voltage networks through the use of static compensators (SVC)." ISSN 2789-9594

- 2010, Aleppo University, "A New Technology to Accelerate the Start-up of the Steam Mehardeh Station by Using the Thermal Tracking System with Electric Heaters" ISSN 2789-9594

### Use Fuzzy logic in Administrative Sciences

- Fuzzy decision-making model based on the factors of customer happiness to promote the purchase of electric cars.

### University professor in the following subjects

- Artificial Intelligence Models, Economics of Electrical Energy, Management and Technological Innovation, Control of High-Voltage Electrical Networks, Electrical System Stability, Industrial Electricity, Public Administration and Renewable Energy, International Energy Trading

## Professor

Universidad Anahuac Mexico - Facultad de Ingeniería

Instituto Politécnico Nacional - Escuela Superior de Comercio y Administración

2024 - Present

## DIRCOM

Qatar Embassy in Mexico

- Management of exchange projects between Qatar and Mexico.

- Planning of international business forums in several issues.

- External & Internal communication Management of the embassy.

- Planning and execution of B2B communication strategies with different television stations, radio stations and newspapers.

- Develop publishing communication strategies and RRSS strategies

2019 - Present

## Media Analyst

**TV Mexiquense:** Host of the "La Huella de la Noticia" section during the nightly news, presenter, script and execution.

**Joya 93.7 FM:** Participate in locution with Marinao Osorio during the program "Hoy con Mariano", in the section "El Mundo Hoy" every Monday, to address issues of international politics and the Middle East.

**Imagen TV:** Participate in the morning news of Imagen TV

2021 - Present

## Projects Director and CEO

MACROCOSMU S de RL de CV

Professor Assiste.

Aleppo University

2013 - 2019

2010 - 2012

## Professional Experiences



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Birthday 29/07/87

Nationality: Mexican

## Education

### IPN - Instituto politecnico nacional

Present

Dr. Degree in Administrative sciences

### UNITEC

2021

Master's Degree in Communication Management from the Technological University of Mexico UNITEC

### Aleppo University

2011

Master in Electrical Engineering. Validity title with the national system of Mexico with professional License n 13610643

### Aleppo University

2009

Electrical Power Systems Engineering  
Validity title with the national educational system of Mexico with professional license n 12793049

## technologies

- Artificial Intelligence Algorithms and Models
  - Matlab - Mathworks - Simulink - AnyLogic
  - Microsoft Office (Word, Excel, PowerPoint, Outlook, Microsoft Project)
  - Remote communication
  - E-Tap
  - Google Analytics
  - IBM Cognos Analytics
- Quick adaptation to new technologies

## Skills

- Leadership
- Team management
- Ability to delegate
- Resilience
- Punctuality and firmness.
- Fluency in decision making.
- Empathy and social skills.
- Change management and crisis management.
- Skills in internal and external communication.
- Strategist.
- Building credibility.
- Contextual intelligence.

## Languages

Spanish - Excellent.  
French - DELF B2  
English - Advanced  
Arabic - Native