

Alaa Youssef Hassanen Eid
01017285850
Email: iamalaayoussef@gmail.com

LinkedIn: <https://www.linkedin.com/in/iamalaayoussef>

Biography

Founder of JEVAN, a pioneering holistic beauty brand established in 2020. With a strong educational background in pharmacy and specialization in phytotherapy, I have combined my academic knowledge with entrepreneurial passion to integrate Business Strategy with Spiritual Growth. My mission is to redefine beauty beyond appearance while also inspiring entrepreneurs to embrace their unique journeys.

Education

PhD in Pharmacognosy – May 2025

Faculty of Pharmacy- Cairo University

Master's Degree in Pharmacognosy

Faculty of Pharmacy - Cairo University

Bachelor's Degree in Pharmacy

Future University (FUE)

Work Experience

- **Founder & CEO: JEVAN, 2020 - Present**
Leading a brand focused on natural beauty, developing innovative products, and promoting self-confidence among women.
 - **Lecturer Assistant, 2018 - 2021:** Heliopolis University, Medicinal Plants and Phytotherapy Department
 - **Teaching Assistant, 2013 – 2018:** Heliopolis University, Medicinal Plants and Phytotherapy Department
-

University Collaborations Sep- 2024

- Egyptian Chinese University (ECU) Protocol Summer Internship Program under supervision of Dr. Mina for the JEVAN collaborative program designed to inspire students to blend theoretical knowledge with practical application.
-

Entrepreneurial Leadership Programs

- **She Entrepreneurs, 2022** - Swedish Institute
- **She Entrepreneurs, 2020** - WEN Mentorship Program (USAID)
- **System Entrepreneurship Change, March – Nov 2019** – Ashoka- Swedish Institute

Inspirational Speaking Engagements

- **Panel Discussion 2023:** “Women in the Work Environment” - Swedish Embassy, Cairo
 - **WSFA E-commerce Master Event 2023:** Challenges in Entrepreneurship
 - **Women Entrepreneurship Camp 2023:** Sharing experiences with U.S. Embassy alumni
-

University Workshops

- **NGU University Nov 2024:** Cosmetics Masterclass
 - **GU- Galalah University July 2024:** The power of starting your project
 - **ECU University March 2024:** The Roadmap to Product Creation
 - **MSA University November 2023:** How to Start Your Own Business
 - **BUE University October 2023:** How to Start Your Own Business
 - **HU - Heliopolis University July 2022:** Products Creations / SWOT analysis
 - **FUE University Feb 2022:** From pharmacy to business
-

Media Recognition

- Featured by CO-magazine online magazine for women entrepreneur **Aug 2024**
- Featured by woman of Egypt online magazine for women entrepreneur **2020**