

Yazan Abu Al Rous

Media Development · Programme Leadership · Institution Building

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A media-development practitioner, programme leader, fundraiser, trainer, researcher, and institution builder with over a decade across the Arab world. I design, fund, and lead programmes and organizations – and build the partnerships and research behind them. Comedy, through Amman Comedy Club, is one successful manifestation of that work.

100M+

cumulative reach across programmes

2,000+

trained & capacity-built

40+

partner organizations

10+

countries across MENA

PROGRAMME LEADERSHIP & MEDIA DEVELOPMENT

ARIJ Network | Business Development, Partnerships & Programmes | 2017–2022

Grew the ARIJ Annual Forum from ~350 to ~790 participants and nearly tripled its funding; partners 11 → 40+; extended the investigative-journalism curriculum to 70+ Arab universities. Conceived and secured full-cycle funding for initiatives that still run today (100WATT, “I Will Not Stay Silent”, the Arab Fact Checkers Network).

Media Diversity Institute | Project Manager / Digital Campaign Strategist | 2022–2025

Led a regional programme countering hate speech on social media across the MENA region.

International Center for Journalists (ICFJ) | Programme Manager | 2022–2023

Programme Manager of the Google News Initiative Media Startups Lab (MENA) – 16 outlets across 10 Arab countries.

Hazal Jad | Founder & Project Director – an ACTN programme funded by Free Press Unlimited | 2025–2026

Created and led ACTN’s own youth-led satirical-infotainment programme for media literacy in Jordan.

INSTITUTION BUILDING & ENTREPRENEURSHIP

- **Amman Comedy Club & ACTN** (Founder & Director; Chairman, ACTN LLC, 2019–present) – the Arab world’s first dedicated comedy-training institution; training systems, registered IP, and partnerships (US Embassy, The Second City, KAS).
- **Jordan Comedy Festival** (Founder & Curator, three editions) · **Manhaj AI** (Founder & Trainer, 2026–present).

TRAINING & CAPACITY BUILDING

Certified Trainer (ILM) and curriculum designer across five domains: leadership & management; fundraising & sustainability; media & civic engagement; content & creativity; and AI & productivity. Clients include the Jordan Media Institute, Hayat Fund, Zakat Foundation of America, the Konrad Adenauer Foundation, ICFJ, and MADRAJ.

RESEARCH & PUBLICATIONS

- **Sole author**, “Jordan Independent Media Market Study” (Samir Kassir Foundation, 2022 + 2025, European-funded).
- Author, ARIJ universities curriculum study (2021); IJNET Arabic articles; contributor to Free Press Unlimited’s trauma-sensitive reporting guide.

EDUCATION & FELLOWSHIPS

MBA, Product Development – Cardiff Metropolitan University (Erasmus) · **Leadership Development Fellowship** – Duke / Sanford (World Learning / MEPI, 2022) · **BSc, Industrial Engineering** – The Hashemite University