World Trade Center Kentucky Names Omar Ayyash as President

Lexington, Ky. (December 22, 2021) - The World Trade Center Kentucky, a non-profit organization and a leading provider of trade education, trade advisory and trade mission, across the state, announced the appointment of Omar Ayyash as President, effective January 10, 2022.

Omar is a seasoned executive at the nexus of research excellence and innovation management. He has worked at the local level, national level, and internationally, most recently he oversaw many of the innovation and entrepreneurship initiatives for a United Arab Emirates (UAE) based educational institution and was the Program Ambassador for the Ministry of Education/Stanford University ‘innovation and entrepreneurship initiative focused on entrepreneurship curriculum and ecosystem development.

Omar is the former Director of the Mayor’s Office for International Affairs for Louisville Metro Government. He was appointed by Mayor Jerry Abramson in February 2003 to be part of a historic team to help merge city and county government. During his tenure, Worldfest, the largest international festival in the region was created; a community report was released in partnership with the Urban Institute in Washington, DC; and Louisville, KY was the first-place recipient of the City Cultural Diversity Award presented by the National League of Cities.

Before joining the Mayor’s office, he worked at the World Trade Center Kentucky (WTC-KY) for over five years in several positions.

Omar brings an extensive international background with him. Born in Amman, Jordan, and raised in Vienna, Austria, Omar is fluent in Arabic and proficient in German. Omar holds a Bachelor’s degree in Business Administration with an emphasis in Marketing from the University of Kentucky. He also earned a Master in Business Administration with a concentration in Entrepreneurship from the University of Louisville in 2000. He earned a Doctorate of Business Administration focused on how technology entrepreneurs successfully manage working capital.

Omar enjoys meeting people and considers himself a "Citizen of the World". He was named to Business First of Louisville “40 Under 40” future community leaders in 2001, served as president of World Communities of Louisville in 2002, recipient of 2004 Southern Growth Policies Board Innovators Award, and recipient of 2006 Multicultural Opportunities for Success and Achievement In our Community Award.
“This is a very exciting time for our WTC-KY as we are getting ready to execute our new strategic plan.” Out-going Chair Eric Sauvage stated.

“I look forward to working with Omar and fulfilling our mission, while serving as the Chair.” Parashar Joshi stated.

“I am very excited to come back to Louisville and to have the opportunity to lead this great organization, as well as work with the board to strengthen international trade activities across Kentucky.” Omar Ayyash stated.

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**About World Trade Center Kentucky:** The World Trade Center-Kentucky (WTC-KY) serves as a catalyst for trade and economic development through innovation, education, trade advisory services and international business missions. For more information, contact the World Trade Center Kentucky at 502-574-2400, or visit our website at [www.wtcky.org](http://www.wtcky.org).