



PROFESSIONAL
FELLOWS



JIHANE BOUMEDIANE

Marrakech, Morocco

Ms. Jihane Boumediane is the Founder and CEO of jYANN, a handicraft company dedicated to blending technological innovation with traditional Moroccan approaches that ensure cultural preservation. She is also the Founder of 1001 Artisans, an NGO supporting Moroccan artisans that promotes and highlights Moroccan craftsmanship. In addition to her work, Jihane is currently earning her doctoral degree.

Professional Goals

After defending her Ph.D. thesis, Jihane plans to publish her work in two academic papers. She also plans to further develop the jYANN brand and scale for international recognition and sales. Finally, Jihane aims to scale the work of 1001 Artisans to impact communities in Morocco beyond Marrakech.

Professional Fellows Program Objectives

Through the Professional Fellows Program, Jihane would like to focus on exploring and developing trainings that enable artisans to digitize and expand their product market during the ongoing Covid-19 pandemic. Jihane hopes to develop a sense of the American commerce culture, acquire new competencies in technology innovation arts such as NFTs and the Metaverse, and to develop long-term partnerships within her cohort.