

Dr. SOFYAN MAGHAYDAH



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EDUCATION

Purdue University Ph.D. in Human Nutrition	2007
University of Wisconsin MSc. Human Nutrition/Food Science	2002
Jordan University of Science and Technology BS in Human Nutrition/Food Science	1998

WORK EXPERINCE

- **Jordan University of Science and Technology, College of Agriculture- Faculty of Human Nutrition**
 - **Associate Professor February 2014- Present**
 - **Assistant Professor 2007-2013**
 - **Assistant Dean of Agriculture (2007-2008)**
 - Counseling students in academic affairs
 - Follow up administrative issues pertinent to the deanship
- **Exercise is Medicine Global Initiative, American College of Sport Medicine, Country Director, 2013-present**

Exercise is Medicine® is an initiative focused on encouraging primary care physicians and other health care providers to include exercise when designing treatment plans for patients.

www.exerciseismedicine.org

- I am leading the initiative to:
 1. Create broad awareness that exercise is indeed medicine.
 2. Make "level of physical activity" a standard vital sign question in each patient visit.
 3. Help physicians and other health care providers to become consistently effective in counseling and referring patients as to their physical activity needs.
 4. Lead to policy changes in public and private sectors that support physical activity counseling and referrals in clinical settings.
 5. Produce an expectation among the public and patients that their health care providers should and will ask about and prescribe exercise.
 6. Appropriately encourage physicians and other health care providers to be physically active themselves.

- **Advisor to CEO- Director of Clinical Nutrition Department**

Istishari Hospital

February 2010-October 2011

- Establish a clinical nutrition department with clear roles and responsibilities, and job descriptions for the team
- Set strategy for clinical nutrition practice Develop processes within the department and with other departments in accordance with JCI Accreditation Standards
- Received a score of 98% in the JCI mission evaluation for the department, contributing to the hospital's full JCI accreditation
- Set and monitor standards of food services to meet patients needs Prepare and publish informative brochures on 50 diseases and their relationship to diet
- Develop more than 20 different special diet cards such as bratty diet, ketogenic diet, Neutropenic diet, low-residue diet, etc.
- Advise on clinical nutrition issues for inpatients including tube and TPN feeding and developing new recipes and cycle menus to suit patients' special needs and cultural diversity
- Establish nutritional assessment and counseling practice for inpatients
- Supervise daily rounds on inpatients
- Recruit and supervise a team of 19 nutritionists, technicians and workers
- Order and approve food procurement for the clinical nutrition department

RESEARCH INTEREST

- Developing slowly digestible starches with low glycemic index food products that would have positive impact on health such as alleviating obesity and other associated chronic disease such as diabetes, cardiovascular diseases and hypertension.
- Developing an array of cereal-based products designed for celiac disease patients
- Understand the physiological and biochemical changes, and the role of diet in treating conditions and diseases
- Conduct nutrition assessment and plan health diet for individuals in different stages of life cycle based on several food management tools, and evaluate the diet planned

COURSES TAUGHT

- **Undergraduate Courses**

Introductory Nutrition. Community Nutrition. Advanced Human Nutrition. Metabolism. Diet Therapy 1. Diet Therapy 2. Meal Planning. Nutritional Counseling. Nutrition throughout lifespan. Maternity and Child Nutrition. Sports Nutrition. Nutritional Assessment. Seminar

- **Graduate Courses**

Advanced Diet Therapy. Special Topics in Nutrition. Seminar. Nutritional Assessment. Sports Nutrition. Vitamins and Minerals

WORKSHOPS & CONFERENCES- AS SPEAKER AND PRESENTER

- Exercise is Medicine Initiative in Jordan. **American College of Sports Medicine Annual Convention.** May 25- 31. San Diego. USA
- Healthy Living. MENA Active Healthy Living Summit. December 4-6. Dubai, United Arab

Emirates.

- Exercise is Medicine Initiative in Jordan. Global Summit on Exercise in Medicine Global Initiative. November 26-27, 2014. Dubai, United Arab Emirates.
- Launching the Exercise is Medicine Global Initiative in Jordan. November 23-24, 2014. Amman, Jordan
- The prevalence and the Consequences of Sedentary Life Style in the Middle East and North Africa Region. 3rd Middle East Congress of the American Society For Nutrition. February 19-21, 2014 Dubai, United Arab Emirates
- The Role of Nutrition and Exercise in Promoting Healthy Life Style. The 1st International Food Safety Convention. November 18-22, 2013. Dubai, United Arab Emirates.
- Healthy lifestyle through proper food at school and home. International School of Choueifat School Health and Nutrition Day, 2013.
- Developing Healthy lifestyle. GIZ – German Development Cooperation, 2013
- The prevalence and the Consequences of Sedentary Life Style in the Middle East and North Africa Region. The 1st American Diabetes Association Middle East Congress. December 4-6, 2012. Dubai, United Arab Emirates.
- 7th International Agricultural Scientific Conference. Jordan University of Science and Technology. October 8-10, 2012. Irbid, Jordan
- Dubai International Food Safety Conference and Exhibition. February 22-24, 2012. Dubai, United Arab Emirates.
- Utilization of Different Hydrocolloid Combinations in Gluten-Free Bread Making. 4th Arab Nutrition Conference. April 5-7, 2011. Amman –Jordan
- Utilization of Lupin Flour to Produce Gluten-Free Cookies. 1st International Congress on Food Technology. November 3-6, 2010. Antalya, Turkey
- Effect of lupine flour on baking characteristics of Gluten- Free Cookies. The Jordan Conference of Nutrition. Petra University, April 28-29, 2010. Amman, Jordan.
- The Role of Amylopectin Linear Chain Length and Branch Density on Susceptibility to Amylolytic Enzymes. Institute of Food Technologists Annual Meeting, Florida, 2007.
- An intermediate pressure-size-exclusion chromatography procedure for debranched amylopectin. American Association of Cereal Chemists, American Association of Cereal Chemists, Las Vegas 2006.
- Relationship between Starch Structure and Reassociation on Digestion Rate. American

Association of Cereal Chemists, San Diego, 2005

- Farm Technology for Utilization of Trout Processing by-products. IFT Annual Meeting, Chicago, 2003
- Utilization of Trout Processing by-Products. Research Day Presentation at the University of Wisconsin 2002.

ACADEMIC RESEARCH SUPERVISION

Main Advisor for Graduate Students

- Hashem Othman, Msc., Nutrition and Food Science, enhancing the nutritional value of Gluten-free doughnuts with Lupin and Inulin for Celiac-disease patients, 2011-2013.
- Maha Alkofahi, Msc. Development of a low-glycemic index bread. 2011-2013
- Haya Al Shogran Msc. The post prandial hypoglycemic effect of banana starch on diabetic patients. 2010-2012.
- Noor Sahoori, MSc., Nutrition and Food Science, Development of Gluten-Free Cookies with Lupin for Celiac Disease Patients, 2008-2010.
- Ola Al Saidalani, MSc, Nutrition and Food Science, Development of Gluten-Free Bread for Celiac Disease Patients, 2007-2009.
- Niser Alzeer, MSc. Utilization of Buckwheat and Lupine to develop Gluten-Free cakes. 2012-2014.
- Heba Rababah, Knowledge, attitudes and future intentions towards breastfeeding among undergraduate students at Jordanian public university, 2012-2014.
- Weseem Alfarra. Utilization of Beta Glucan and lupin to develop Gluten-free biscuits, 2013-2015.
- Bushra Bdareen. Enhancing the Nutritional Value of Gluten-Free Mamool with chickpeas, favebeans and Inulin, 2013-2015
- Diea Tawalbeh. Development of highly nutritional value bakery products for pregnant women 2013-2015.
- Idrees Domi. Utilizing Apple skin as a source of antioxidants and fiber for fortification food products 2013-2015.

Muhanad Muzaek, Investigating the nutritional values, physical, and chemical properties of some mutants wheat in Jordan, 2013-2015.

ONGOING FUNDED RESEARCH PROJECTS

Main Advisor:

- Farah Sebai. Utilization of quinoa flour, lupine flour, and resistant starch to develop gluten-free bread, 2014- present
- Asma Kahloot. Utilization of flaxseed, resistant starch and lupin flours development of a low carbohydrate high protein and fiber gluten-free cinnamon rolls, 2014- present.
- Wedad Matar. Development of Gluten-free pancakes using flaxseed, chickpeas, and resistant starch, 2015- present.
- Fahmi Keseby. Enhancing the nutritional value of Gluten-free waffle with quinoa, almond and lupine flours, 2015- present.

Served as a member of 17 committees for graduate students' supervision between 2008 and 2014

PUBLICATIONS

1-Genyi Zhang, **Maghaydah Sofyan**, and Bruce Hamaker. 2008. Slowly digestible state of starch: Mechanism of slow digestion property of gelatinized maize starch. *Journal of Agricultural and Food Chemistry*. 56, 4695-4702.

2-Hiba A. Bawadi, **Sofyan Maghaydah**, Rabab F. Tayyem and Reema F. Tayyem. 2009. The postprandial hypoglycemic activity of fenugreek seed and seeds' extract in type 2 diabetics: A pilot study. *Pharmacognosy Magazine*. 4 (18), 134-138.

3-**Sofyan Maghaydah**, Selma Abdul-Hussain, Radwan Ajo, Yousef Tawalbeh and Noor Elsayhori. 2013. Effect of lupine flour on baking characteristics of gluten free cookies. *Advance Journal of Food Science and Technology*. 5 (5), 592-599

4-**Sofyan Maghaydah**, Radwan Ajo, Selma Abdul-Hussain, Yousef Tawalbeh and Ola Alsaydali. 2013. Utilization of different hydrocolloid combinations in gluten-free bread making. *Journal Food and Nutrition Sciences*. 4 (5), 496-502

5-**Sofyan Maghaydah**, Selma Abdul-Hussain, Radwan Ajo, Bayan Obeidat and Yousef Tawalbeh. 2013. Enhancing the nutritional value of gluten-free cookies with inulin. *Advance Journal of Food Science and Technology*. 5 (7), 866-870

6. Yousef Tawalbeh, Radwan Ajo, Mohammad Al-Udatt, Sana Gammoh, **Sofyan Maghaydah**, Yahya Al-Qudah, Ahmad Al-Sunnaq, Fadi Al-Natour. 2014. Investigation of the antimicrobial preservatives in the dairy product (labneh). *Journal of Food Science and Quality Management*.

COMMITTEE MEMBERSHIPS

Member of the editorial board, **International Journal of Agricultural Policy and Research**

Certified Reviewer, **Scientific Research Publishing**

Member of The Health National Higher Committee for Nutrition (2009-Present), **Ministry of Health**

Active at the Jordan Food and Drug Administration (JFDA)

- Member of the Board (2010-2015)
- Member of the higher committee for food regulations and monitoring(2010-2015)
 - o Developing and reviewing food monitoring technical plans
 - o Reviewing and updating adopted food laws and regulations at the JFDA
 - o Resolving any occurring and controversial technical issues raised to the JFDA
- Member of Jordan FDA committee for Assessment of Special Foods (2008-2015)
 - o Issuing and updating instructions for special foods in accordance with international criteria (US FDA and Codex Alimentarius)
 - o Verifying health and nutrient claims and food labels
 - o Communicating with industry representatives to provide scientific justifications for outstanding issues
 - o Licensing imported and domestic products for retail in the Jordanian market
 - o Review communication material of food products to ensure accuracy
- Member of Jordan FDA Vitamins and Minerals Committee (2011-2014)
 - o Verifying health and nutrient claims of vitamins and food supplements
 - o Determining the category of products (drug or food supplement) according to concentration of vitamins and minerals and impose acceptable dosage.
 - o Licensing imported and domestic products for retail in the Jordanian market
 - o Review communication material of vitamins and minerals to ensure accuracy
 - o Communicating with industry representatives to provide scientific justifications for outstanding issues
- Member of Jordan FDA committee for athletes and sports food (2013-present)
 - o Issuing and updating instructions for sports foods in accordance with international criteria (US FDA and Codex Alimentarius)
 - o Verifying health and nutrient claims and food labels
 - o Communicating with industry representatives to provide scientific justifications for outstanding issues
 - o Licensing imported and domestic products for retail in the Jordanian market
 - o Review communication material of food products to ensure accuracy

Jordan Institution of Standards and Metrology Memberships

- Cereals Committee (2008-2014)
- Fruits and Vegetables Committee (2010-2014).

Jordan University of Science and Technology Memberships

- The Scientific Research Committee at the Department of Nutrition and Food Technology (2008-Present)
- The Scientific Research Committee at the College of Agriculture (2011- Present)
- Higher Education Committee at the Department of Nutrition and Food Technology (2008-Present)

Higher Council of Science and Technology Membership

- The Nutrition Committee (2009-2010)

SKILLS

- Course and curricula design
- Leadership and Management
- Counseling, inspirational and persuasive skills
- Communication and Public Speaking
- Excellent in dealing with software and modern ITC
- Fluent in Arabic and English
- Technical Writing
- Teamwork Player
- Training and Teaching

OTHER EXPERIENCE

FACULTY FOR EVERY FACTORY, 2007-2013, Jordan

- Helped four factories in Jordan develop gluten-free products to help celiac-disease patients access reasonably priced local products, as opposed to costly imported products
- Development of bread for PKU patients.
- Production of low- glycemic index bakery products.
- Development of high nutritional value products to enrich the market with healthy products.
- Established positive relationships with business owners which enabled my research students to conduct experiments onsite and on a commercial basis

GRADUATE RESEARCH ASSISTANT

Purdue University,

January 2003 - January 2007

- The thesis project was on fundamental aspects of low- glycemic index or slowly digesting starches that we are designing to impact diabetes, obesity and related diseases.
- Understanding the mechanism and digestion rate of starch in humans
- Simulating the starch digestion in human

ASSOCIATE LECTURER

University of Wisconsin,

September 2005 - January 2006

- Taught 5 Graduate courses, Advanced Metabolism, Nutritional Biochemistry, Trends in

Nutrition, Food Laws and Regulations, Diet Therapy

- Served on 3 graduate students committees
- Selected by the department head to give a talk to the Chancellor
- Received an outstanding evaluation by both my students and the department head

TEACHING ASSISTANT

Purdue University,

January 2005 - May 2005

- Supervised Food Chemistry course
- Provided tutorial help
- Prepared and taught most of the experiments
- Maintained lab safety
- Evaluated reports

TEACHING ASSISTANT

University of Wisconsin,

January 2002 - December 2002

- Developed course materials for Advanced Human Nutrition and Advanced Foods and Technology
- Responsible for lab teaching and instructions of Advanced Foods class
- Tutorial help, grading reports
- Supervised general microbiology class students, provided tutorial help, prepared and taught the experiments, maintained lab safety, and evaluated reports

GRADUATE RESEARCH ASSISTANT

University of Wisconsin

(PROCESS DEVELOPMENT)

July 2001 - December 2002

- Thesis: Developing Farm Technology for Production of Fish Feed pellets utilizing Trout Processing By-Products. The technology involved the following unit operations: Conditioning/Pretreatment, Mixing, Extrusion, and Drying

MEDIA ACTIVITIES & SAMPLE LINKS

Recurrent guest speaker at ALJAZEERA TV

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=YNVTL50SATC](https://www.youtube.com/watch?v=YNVTL50SATC)

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=L2UELCQKNGA](https://www.youtube.com/watch?v=L2UELCQKNGA)

Recurrent guest speaker at Friday Morning Show (Most viewed show in Jordan)

<http://www.youtube.com/watch?v=K1u53VTDPgw>

<http://www.youtube.com/watch?v=XP6f8FIDjW8>

<http://www.youtube.com/watch?v=QQdW9VXkENw>

<http://www.youtube.com/watch?v=QIjGXIHj8k0>

<http://www.youtube.com/watch?v=sT9VsGSXg9w>

<http://www.youtube.com/watch?v=duyt8Ln1MC0>

<http://www.youtube.com/watch?v=bQ0Pi43ew8o>

Recurrent guest speaker at (New Day Show “Yawm Jadeed”, Jordan TV)

Recurrent guest speaker at Roya TV

<https://www.youtube.com/watch?v=RUI-HHXqCMk>

Recurrent guest speaker at a number of radio shows

PROFESSIONAL MEMBERSHIPS

- Jordan Agricultural Engineers Association
- Institute of Food Technologists Member (2002-2006)
- American Association of Cereal Chemists (2004-2006)
- Phi Upsilon Omicron, National Honor Society (2003-2007)
- President of Hope, Student Organization(2004-2007)
- Vice President of Toastmasters Club(2005-2007)
- Ranking member of Dialogue International Organization(2004-2007)

ACCOLPLISHMNETS AND HONORS

- Public advocate of improving health through nutrition
- Development of various products for celiac patients.
- A new intermediate pressure-size-exclusion chromatography procedure for debranched amylopectin was developed in 2004
- Recipient of the highest academic awards:
 - Who’s Who Among Students in American Universities & Colleges, University of Wisconsin - 2000, 2001, and 2002
 - Best Researcher of the Year, University of Wisconsin - 2002
 - Outstanding Student of the Year, University of Wisconsin - 2001
 - Dean’s List, Jordan University - 1996 and 1997

REFERENCES

Will be furnished upon request