



Our Speaker



Salma Sakhnini

Entrepreneur, Reputed Leader, Executive Coach, & Business Advisor to CEOs and Board of Directors

Salma Sakhnini graduated with an MBA from Yale University and a BA from the American University of Beirut (AUB) and holds the Master Franchise for 360 Solutions - the leading training company globally- for the GCC region, and is a Certified Executive Coach from the International Coach Federation (ICF) and Center for Executive Coaching. Salma founded and manages her own group of companies that include an industrial manufacturing business, a consulting practice, and training and coaching firm. She previously held a number of senior leadership positions including, working as Vice President with Citibank and as Chief Operating Officer with Rasmala Investments.

She is renowned for being "The Strategist for Success". Salma has advised, coached, and mentored seasoned leaders in Strategy, Success and Business Growth. She helps her clients transform their businesses and lives, and turn their potential into prosperity. Having transformed the performance in businesses she led, Salma became an expert in business transformation and success.



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Salma's passion for making a difference in people's lives has led her since the age of seventeen to always play an active role in the community through working on issues closest to her heart, education, empowerment, women, and youth. In striving to heighten awareness and make an impact, she works closely with different constituents of the community on issues of development while actively working with and coaching reform and strategy teams. She is a strong believer in nurturing the partnership between the community and the private and public sectors and in the role business must play in giving back to the community. She has also lectured at the American University of Dubai and held executive workshops on many topics. She is a mentor and a model of success and continues to be an active speaker at various regional and international conferences.

Awards:

- Middle East Business Leader of The Year Award 2019
- GCC Women Leaders Award in Leadership 2017
- Named as the Emirates Woman of The Year 2016
- Executive Women Award 2016