

# Who we are



INOCARES FZE  
CONSULTANCY

**Inocenta S. Ewart**, Inocares Consultancy founder and guest speaker; Anthropology BA, London School of Economics and MA by the East London University.

CM.NLP Masters, National Federation Neuro-Linguistic Programming and C.NLC. Emotional Intelligence Development Specialist and Cultural Awareness Consultant.

Speaker and moderator on education, cultural awareness and tolerance and coexistence; Activist and coordinator of Agrofood projects and mentoring for young entrepreneurs.

She arrived in the Gulf in 1984, to follow her passion: to continue learning the Arab culture which leads to a unique live experience. She undertook her anthropological research among tribal groups in the Northern Emirates. The research gave her the opportunity to get to know the families and their environment.

Ino spent 21 years running the Career Advisory program at the Higher Colleges of Technology across colleges in the UAE, enabling her to help with the personal and professional development of thousands of young Emiratis (both, boys and girls) and teach Career Counselling in the Bachelors Program together with the establishment of an Business Incubator Program. Following Ino's contributions to UAE society and her unstinting dedication to growth and development of young cadres in the region, she has combined her work as a professor in Ras Al Khaimah with consultancy projects. At **InoCares, cultural awareness consultancies** aimed at helping universities, businesses, and corporations to educate their workforce on a wide range of cultural topics relevant for working and living in the UAE and preparing cadres to study and live in Europe.

She also was awarded the medal of the Order of the Civil Merit by the King of Spain for services to human and cultural knowledge in the Middle East.

**A key program of InoCares'** for schools, universities and educational institutions, leads interventions which integrate program delivery, coaching, teaching and facilitation on Emotional Intelligence using techniques that promote excellence. Within this field, she also collaborates with other professionals and institutions in different **cultural training programs and workshops.**

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الإدعاء الشخصي والمهني  
Personal & Professional Performance

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**Beatriz Atienza**, B4Learning Program founder, Language Coach, Certified Instructor & Speaker has 24 years experience in the field of Education, Communication & International Business management. Mentor for young entrepreneurs and graduate & postgraduate students. Executive MBA from ESIC Business School. PDD Executive Leadership Development Program from Madrid European University. Postgraduate by Nottingham Trent University (UK), and Bachelor in Humanities & Philology from the University of Valencia. Certified as Wellbeing Expert by Yale University.

Within **her educational professional career**, she actually works as a Language & Cultural Coach (Spanish, English & German) and Communication & Business Instructor, teaching, guiding and supporting students - either in their language *learning process* acquisition and in their *everyday or professional active use*. Her previous professional experience and background has been related to the International Business SC & Strategy environment, that has let her to merge both disciplines and cooperate as Leadership Management, Communication and Business Instructor with some International Business Schools such as SP Jain Business School, Valencia Chamber of Commerce (Spain) and InoCares among others. She has also been an active member of the Dubai Woman Business Council and Madrid Woman's Foundation Middle East Counsellor, building bridges between both regions and contributing to Women Leadership Empowerment in international markets. She has a deep experience on merging training methodology and techniques which best help students prepare for foreign language challenges in a multi-cultural worldwide environment.

**Her business professional career** has been performed on Operations Leadership & Corporate Board as well as on Senior Consultancy in different UAE Local and Multinational Companies, such as DHL, Henkel and District Group. Her professional expertise and background has been developed within Europe and MEA Region.