

Mr. Shadi Omar Al Awwad

Head of Liabilities - Business Banking

Emirates Islamic

Mr. Shadi's career spans three decades with rich experience across banking and government/semi-government entities. Mr. Shadi has earned successful partnerships with C-Suite executives, government/semi-government entities furthering the industry trends and evolving business landscape.

Profile:

He has held senior directorial level positions in his capacity including District Manager – Wealth Management at RAK Bank, Head of Elite Gold at National Bank of Abu Dhabi – Now FAB, Director of leasing at Government of Sharjah and his recent assignment as Head of Liabilities – Business Banking at Emirates Islamic.

He has been instrumental in building the liability book at Emirates Islamic during his tenure at the bank.

In addition, he has shaped and driven the face of Business Banking by building a robust liability book, formidable team of Area Managers, Unit Managers, Relationship Managers, Direct Acquisition whereby increasing the reach and approach of EI to the market. He has a well-balanced team with women constituting 37% of the team size. He has identified new and niche target markets and has formulated go-to market strategies towards penetration. Mr. Shadi is a strong advocate of Women in Business, Gender diversification and Women leadership. He firmly believes that empowered women gives shape to empowered society and financial independence. Driven by passion and high IQ & EQ, women bring balance to the society. Women are breaking barriers to entry and are actively setting up businesses and have taken the reins in their hand to manage wealth and finances.

Interests:

He is an avid reader and a sportsman (football & Padel Tennis) who loves to travel with keen interest in meeting new people from different background and cultures.