

## **Under the Patronage of His Excellency Abdul Rahman Saif Al Ghurair**

**University of Dubai is Hosting the 3<sup>rd</sup> PRME MENA Regional Conference,  
“Unleashing the Impact of Responsible Management Education:  
*Could Business Schools offer a Road Map for a Sustainable MENA Region?*”**

**10<sup>th</sup> and 11<sup>th</sup> November 2013**

**Dubai Chamber, 13th floor**

**Conference Chair: His Excellency Majid Hamad Al Shamsi**

### **Speakers' Profiles**

#### **Inaugural Session:**

**His Excellency Hisham Abdulla Al Shirawi, Chairman of Economic Zones World and Vice-Chairman of Dubai Chamber**

Mr. Hisham Abdulla Al Shirawi is Chairman of Economic Zones World, Vice-Chairman of Dubai Chamber, Member of the Economic Council and Chairman of the Electronics Business Group. Al Shirawi is also a member of the Board of Directors of Al Shirawi Group and the Chief Executive Officer of Oasis Enterprises LLC.



Al Shirawi holds an MBA Degree in Finance from the California State College and a Bachelor Degree of Science in Electrical Engineering from the University of Southern California.

#### **Opening Remarks and Keynote Speaker:**

**His Excellency Dr. Eesa Mohammed Bastaki, President, University of Dubai**

Dr. Eesa Bastaki is the recipient of the highest award in the UAE, “the Emirates Excellence Award in Sciences, Literature and Arts” in the field of sciences. He received his Bachelor and Master degrees from University of California, San Diego and his doctorate from University of California, Irvine, USA.

Dr. Bastaki has extensive experience in education, leadership, technology and communications. His research interests include multiple access communications, coding and synchronization.

He was the CEO of the Information and Communication Technology (ICT) Fund and is actively leading the effort to create an eco-system in the UAE ICT industry, by encouraging entrepreneurship, funding R & D projects and university scholarships and implementing ICT initiatives at the schools' level.



### **Plenary Speaker 1:**

**His Excellency Khaled Al Kamda, Director General of Community Development Authority**

#### **"Practical Initiatives Resulting in Immediate Impact to the Society"**

Mr. Khaled Al Kamda received his MBA from Cranfield School of Management, UK in 1995 and his Bachelor's degree in electrical engineering from the Florida Institute of Technology, USA in 1985.



Al Kamda held various positions in Emirate Airlines between 1985 and 2007: Assistant Director, Senior Vice President, Senior General Manager and Senior Vice President of Corporate Development. At Emirates he gained extensive knowledge in the field of Information Technology, Marketing and Sales Management and Corporate Development. He is currently the Director General of Community Development Authority, Dubai, where he plays an effective role in leading the team to achieve the organizational vision of the social development sector, consistent with the objectives of the social development agenda of the Dubai Strategic Plan 2007-2015, which was announced by His Highness Sheikh Mohammed bin Rashid Al Maktoum, Prime Minister and Vice President of the UAE and Ruler of Dubai.

Al Kamda also has varied professional experiences in different sectors. He served as Vice Chairman of the Board, Istithmar World; Group Managing Director-Chief Executive Officer/member of board of directors of DIB; Chairman of DIB-Pakistan, Chairman of Dubai Investment Park; Chairman of Bank of Khartoum; Chairman of Al Burj Real Estate Development; member of the Board of Directors, Marriage Fund; and member, Business Advisory Council, Business School, University of Dubai.

### **Plenary Speaker 2:**

**Jonas Haertle, Head, Principles for Responsible Management Education (PRME) Secretariat, UN Global Compact Office**

#### **"Principles for Responsible Management Education: Management Education in support of the UN's Sustainable Development goals"**

Mr. Jonas Haertle is Head of the Principles for Responsible Management Education (PRME) secretariat of the United Nations Global Compact Office. He is responsible for driving the mission of the PRME initiative to inspire responsible management education, research and thoughtful leadership globally.



He is responsible for providing global leadership by implementing the principles of PRME and the UN Global Compact. Previously, he was the coordinator of the UN Global Compact's Local Networks in Latin America, Africa and the Middle East. Mr. Haertle worked as a research analyst for the German public broadcasting service in Norddeutscher Rundfunk.

He holds a Master's degree in European Studies of Hamburg University. As a Fulbright scholar, he also attained an MSc degree in Global Affairs from Rutgers University, New Jersey, USA.

### **Plenary Speaker 3:**

**Habiba Al Marashi, Chairperson, Emirates Environmental Group,  
and President, UN Global Compact Network, GCC States**

**“The Responsibility Imperative – how is business responding to it?”**

Ms. Habiba Al Marashi is the President of the Arabia CSR Network (ACSRN), one of the very first multi-stakeholder platforms contributing to CSR and sustainable development across the Arab world. Under her leadership, ACSRN has grown into one of largest non-profit professional groups working to mainstream CSR and sustainability through capacity building programs, awards, research and more.



Al Marashi is a representative of the Civil Society Organizations at the GRI Stakeholder Council. Furthermore, ACSRN is an Organizational Stakeholder of the GRI as well as a certified training partner for the Arabic-speaking Middle East countries. To date, with Al Marashi's commitment toward greater sustainability and transparency in the Middle East, ACSRN has trained close to 100 sustainability professionals on the GRI framework.

She is also the co-founder and Chairperson of Emirates Environmental Group, a pioneering organization based in Dubai. Under Al Marashi's guidance, EEG became the first environmental NGO in the world to receive an ISO 14001 certification in 2001. EEG is also accredited by the UNCCD, UNEP and is a member of IUCN. Al Marashi is also a member of many committees, councils and boards.

### **Plenary Speaker 4:**

**Dr. Ahmed Abdel-Meguid, Associate Professor, Chair of the Department of Accounting, Director of the MBA Programs - The American University in Cairo (AUC) - School of Business & PRME MENA Chapter Coordinator**

**“Enhancing Student Citizenship through Extracurricular Activities”**

Dr. Ahmed Abdel-Meguid is an associate professor, chair of the Department of Accounting, and director of the MBA Programs at The American University in Cairo (AUC) - School of Business. He is the school's PRME liaison and also the founding advisor for the Corporate Governance Club (CGC) at AUC.



His research interests include audit quality and corporate governance. He has published extensively in Journal of Accounting and Public Policy, Review of Accounting and Finance, Journal of Management and Governance, International Journal of Accounting and Information Management, Corporate Governance: The International Journal of Business in Society, International Journal of Corporate Governance and Emerald Emerging Markets Case Studies.

Abdel-Meguid holds a Master of Science in Accounting and a Ph.D. in Business Administration (accounting), Syracuse University, USA. He is also a Certified Public Accountant (CPA) non-practicing certificate holder.

**Plenary Speaker 5:**

**Dr. Nehme Azoury, Secretary General of the Arab Society of Faculties of Business, Economic and Political Sciences**

**“CSR in Business Schools, a Key Towards a Sustained Future Environment and Better Society”**

Prof. Nehme Azoury holds the position of Dean of the Faculty of Business Administration of the Holy Spirit University of Kaslik (Lebanon).

In addition, he is the Secretary General of the Arab Society of Faculties of Business Administration. Former consultant, he is now the editor of the electronic magazine of USEK-AUF, the agency of French-speaking world universities, and has been the editor of Arab Economic Business Journal. He also lectures in the fields of marketing and strategy.



**Plenary Speaker 6:**

**Belinda Scott, Senior Manager, Corporate Sustainability, National Bank of Abu Dhabi (NBAD)**

**“A Complete Knowledge of CSR – A Journey of Learning through Practical Implementation in the Corporate World”**

In 2003, Belinda Scott gained a Post-Graduate Certificate in Sustainable Business from the University of Cambridge Programme for Sustainability Leadership. Belinda embarked on a new career in corporate responsibility and sustainability. She joined National Bank of Abu Dhabi (NBAD) in October 2007 and heads the Corporate Sustainability Team.



She is also responsible for developing external partnerships and seeking opportunities for collaborative relationships which result in creating shared value. As part of this role, Belinda represents NBAD as a member of the Etihad Airways Sustainability Stakeholder Committee, as a member of the Dubai Sustainability Network Leadership Team and as an elected member of the Abu Dhabi Sustainability Group Facilitation & Coordination Committee.

Prior to joining NBAD, Belinda was CSR and Sustainability Specialist at the Dubai International Financial Centre (DIFC). During her time at DIFC, she successfully brought CSR onto the agenda and established and headed the CSR Committee. As a member of the taskforce established by the Dubai Department of Tourism & Commerce Marketing she helped to create ‘Dubai – Simply Accessible’, a pocket guide for special needs tourists visiting the Emirate.

### **Plenary Speaker 7:**

**Lina Hourani Director of CSR Division, Al Ahli Holding Group**

#### **“CSR in Action: A Case Study in Ahli Holding Group”**

Lina Hourani currently serves as the Director of Al Ahli Holding Group’s CSR division. Since her appointment in Feb. 2008, she managed to implement the Global Business Opportunities program (GBO), an educational and cultural initiative by CSR Al Ahli Holding Group aiming to create working groups among youth from distant and different cultures helping them to identify business opportunities and develop entrepreneurship skills.



Hourani has conducted training sessions for more than 2,000 private sector volunteers in Jordan, Egypt, Argentina, Dubai and Chicago. She has received a number of awards on several occasions including the Junior Achievement Award at the Global Leadership Conference as a milestone staff member in 2005 in Canada.

She holds a Master’s degree in Public Relations and Communications from the University of Westminster in London, a BA in Political Science & French Literature from the University of Jordan and a Diploma in Neuro-linguistic Programming from Canada. She has undergone extensive training, including a leadership training course at the University of Illinois in Chicago.

### **Plenary Speaker 8:**

**Luma Jasim, Vice President of Corporate Communications, du**

#### **“Innovation in Sustainability, Thinking and Implementation”**

With more than two decades of experience behind her, Luma brings a rich, diverse background to her role as Vice President of du’s Corporate Communications Department. Her responsibilities within the region’s fastest growing telecommunications company include developing and implementing a strong PR and communications strategy, corporate projects, internal and external engagement and corporate sustainability – a subject she is especially passionate about. Under du’s corporate sustainability initiatives, Luma takes the lead in ensuring compliance to the Global Reporting Initiative and UN Global Compact, assuring the triple bottom line is met across all business streams.



Luma’s career began in 1990, after she graduated from the American University in Cairo as a Mass Communications, Public Relations and Advertising major. As the Head of the Media Department in Kuwait Information Centre, based in Cairo, Luma was responsible for assuring adequate coverage of the Gulf War across international media. She then moved to Australia-based Reark Research as a live interpreter, before moving to the UAE in 1995. Once there, Luma joined the banking industry as a credit officer for First Gulf Bank in Ajman then moved into PR and media relations in the oil and gas industry, working with ENOC Group.



**Plenary Speaker 9:**

**Hessa Al Ghurair, Head of Human Resources, Tanfeeth**

**“Responsible Human Capital Development in the UAE”**

Hessa Al Ghurair is an HR executive with over a decade of demonstrated capability in leveraging human capital and knowledge to achieve business results.

She’s an expert in Emirati development and a trusted advisor to senior business leaders in the UAE across all aspects of this critical HR area. This includes Emiratization strategic planning, resource planning, recruitment strategy, succession planning and rightsizing.

Before joining Tanfeeth, Al Ghurair held a series of HR managerial roles within Emirates NBD. In her last role as HR Business Partner, she worked with the bank’s Executive Leadership to identify, prioritize and build organizational capabilities, behaviors, structures and processes.

In 2007, she played a critical role in managing the HR transition for 8,000 employees as part of the merger between Emirates Bank and the National Bank of Dubai, to form Emirates NBD. This included formulating group-wide HR policies and leading new HR engagements.

Prior to that, Al Ghurair worked in a variety of HR-focused roles in Barclays Bank PLC and MashreqBank PSC, including specialist recruitment and Emirati development positions. She holds a Higher Diploma in Information Administration from Dubai Women’s College. She has also completed several executive leadership programs including a Diploma in Business Leaders from Duke University.

