

INSIDE Women in Tech and Marketing

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AUTOMATION • ARTIFICIAL INTELLIGENCE • CLOUD

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ENTERPRISE SOLUTIONS ADVISORY FOR CHANNEL PARTNERS

EMPOWERMENT IN EVERY BYTE

Women's Leading Roles in Tech & Marketing!





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Dear Readers,

As you look into the vibrant cover of this month's edition, you're immediately greeted by a powerful message: March is the month of celebrating women, and our magazine is no exception. We've dedicated this issue to spotlighting the incredible achievements of women in the dynamic realms of Technology and Marketing.

While it's undeniable that women have shattered glass ceilings and taken their place as leaders in these industries, there's still so much to explore beneath the surface. That's why we've delved deep into the journeys of these inspiring women, uncovering the stories of their triumphs, challenges, and everything in between. Through their voices, we aim to inspire and empower the next generation of women leaders.

But our mission doesn't stop there. We understand that being a woman in the workforce comes with its own set of unique experiences and obstacles. That's why we're not shying away from addressing the "Elephant in the Room" – those topics that may be uncomfortable but are essential for progress. Our Women's Leadership Symposium provides a platform for these crucial conversations, ensuring that no issue goes unnoticed or unaddressed.

In addition to featuring industry luminaries, we're thrilled to shine a spotlight on the remarkable women right here at GEC Media Group. Their insights and experiences offer a glimpse into the diverse tapestry of talent within our own organization.

And let's not forget the excitement buzzing from the recent FITS event in UAE! We've captured the energy and enthusiasm from both our channel partners and end customers, showcasing the collaborative spirit that drives innovation and growth in our industry.

There are plenty of exciting moments awaiting us in the future. Please share your thoughts on how engaging you found this edition. Also, in the spirit of 2024, we've featured 24 women, doubling our impact and aiming to inspire another 24 women out there.

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Transformative influence of AI explored at the 10th Future IT Summit

The 10th Future IT Summit unveiled the transformative impact of Artificial Intelligence (AI) on the global technological landscape, with a special focus on the United Arab Emirates. This groundbreaking event, known as FITS, convened thought leaders, industry pioneers, and tech enthusiasts across multiple countries, including Saudi Arabia, India, Singapore, and the UAE, to commemorate a decade of excellence and innovation in technology. FITS delved into the vibrant tech ecosystems and forward-thinking initiatives propelling AI innovation in each host country, including the UAE. Renowned for its ambitious vision and rapid technological advancements, the UAE stood as a beacon of innovation in the region. With initiatives such as the UAE

Vision 2021 and the Emirates AI Strategy 2031, the country was at the forefront of embracing AI technologies to drive economic growth, enhance government services, and foster innovation across various sectors.

In alignment with these initiatives, FITS featured sessions exploring AI's role in the UAE's digital transformation journey. From discussions on AI governance and innovation in government services to strategies for harnessing the power of AI in enterprise IT, attendees gained valuable insights into the UAE's commitment to leveraging AI for sustainable development and global competitiveness.

Insightful discussions, interactive workshops, and visionary keynote sessions at FITS illuminated the path forward in the dynamic

landscape of artificial intelligence, with a spotlight on the UAE's contributions and aspirations in this domain.

Highlighted Topics Included

- Dare to Change - The Three Commitments of Exceptional Leaders presented by Ali El Kontar | Founder and CEO, Zero&One
- The Future of Leadership in an AI-Driven Era: Navigating Opportunities and Challenges
- What HR Professionals Need to Know
- CIO Strategies for Harnessing the Power of AI in Enterprise IT
- Thought Leader Keynote - Dr. Ebrahim Al Alkeem | President of KU Alumni Council, Khalifa University



- AI Trends and Strategies for Finance Professionals
- AI and Economic Growth: From Startups to Global Enterprises

Joining the 10th Future IT Summit allowed participants to be part of the dialogue shaping AI's trajectory in the coming decade, with a keen focus on the UAE's pivotal role in this journey. The event showcased the convergence of technology, investment, and expertise that will define the digital future of the UAE and beyond.

Our esteemed speakers at the event

1. Sandra Reivik | Head of AI Development
2. Kamran Ali | AI and Analytics Program Manager, EMEA/GE Healthcare
3. Dr. Zeyad Sarairah | Artificial Intelligence Expert
4. Shameed Sait | Head of Artificial Intelligence, GEMS Education
5. Awad Ahmed Ali El | Sidiq Head of Artificial Intelligence & Analytics, ADNOC Distribution
6. Ali El Kontar | Founder and CEO, Zero&One
7. Angie Safi | Head of TA Operations, GE Vernova
8. Sana Qureshi | Group HR Head, Midstar
9. Kabira Bhotporia | Head of HR, JLL
10. Dr. Zahir Malik | CHRO, Noble Group
11. Sheena Rajan | Group CHRO
12. Amielyn Galvo | Senior Manager, Huhtamaki
13. Fajis Moossa | HR Operation Manager, Nesto Group
14. Sebastian Samuel | CIO, AW Rostamani Group
15. Dr. Jassim Al Awadhi | Digital Transformation Principal and AI Researcher, Du
16. Somy Varghese | Head of Digital Transformation & Technology, Etoile Group
17. Salahuddin Almohammadi | Group IT Director, HSA Group
18. Dr. Ebrahim Al Alkeem | President of KU Alumni Council, Khalifa University
19. Ashit Dugar | Senior Finance Manager, Petrofac
20. Venkataramana (Venkat) Suryanarayanan | Chief Financial Officer, SFC Group
21. Ali Abouda | Group Chief Financial Officer, Gulf Navigation Holding PJSC



22. Fouad Chahmi | Director Of Finance And Administration, Arthur D. Little
23. Khalid Chami | Group Chief Financial Officer, Ali & Sons Holding LLC
24. Sheik Abdullah Jamal Mohideen | Data, Governance and Engagement Manager -Sheikh Shakhbout | Medical City
25. Dr. Chan Yeob Yeun | Associate Professor, Khalifa University, Abu Dhabi, UAE
26. Shaker Alowainati | Chief Technology Officer, INDEX HOLDING
27. Olaf Penne | Data, Analytics and AI Strategist, Delivering Training, EDGE
28. Dr. Jassim Haji | President, IGOAI
29. Lt. Colonel Dr. Hamad Khalifa Al Nuaimi | Head of Telecommunication, Abu Dhabi Police GHQ
30. Mohamed Ragab | Applications

- Development Section Head, Electronic Government Authority of Ras Alkhaimah
31. Anas Eltahir | CIO, Dubai Legal Affairs - H.H. The Ruler's Court
- 32.. Bader Zyoud | Information Security & Projects Manager, Abu Dhabi Media

Event Highlight

Top Ten Happy Tech Companies To Work For 2024

Ernst & Young
AmiViz
Connor Consulting
Sprinklr
Zero&One
SUDO Consultants
StorIT Distribution FZCO
Redington

Dell Technologies
Asbis

For more information, visit <https://www.futureitsummit.com>

About Future IT Summit (FITS):

The Future IT Summit (FITS) is an annual event dedicated to exploring the transformative power of technology, particularly Artificial Intelligence, and its impact on various industries and regions. FITS brought together industry leaders, innovators, and enthusiasts to discuss emerging trends, challenges, and opportunities in the rapidly evolving technological landscape, with a special emphasis on the UAE's contributions to this global conversation. 🔥

Advancing customer support with Freshworks AI solutions



Priya Subramani,
VP of Product and Head of CS BU for
Freshworks

AI solutions are redefining the way businesses interact with their customers. At Freshworks, our mission is to empower customer-centric companies with AI-powered business software that optimizes efficiency, boosts productivity, and enhances customer service. By leveraging AI technologies, we aim to enable customer-facing teams to focus more on serving customers and less on navigating cumbersome tools and processes.

Freshworks' AI assistant, Freddy Copilot, is at the forefront of this transformation, excelling in automated Conversations and Ticket Management. Through features like Conversation Summarizer and Ticket Summarization, Freddy Copilot condenses chat interactions and provides concise overviews, leading to significant reductions in ticket resolution time and response time. Moreover, Auto Triage autonomously categorizes customer queries, while Response Assist suggests appropriate responses, further streamlining support processes.

One of the remarkable aspects of AI integration is its versatility across various channels. From assisting customer-facing agents in changing their tone of voice to seamlessly summarizing lengthy tickets for efficient hand-offs, AI enhances traditional support channels by making them quicker and more efficient. With advancements in generative AI, chat experiences undergo a complete transformation, blurring the lines between human and AI interactions. Additionally, the seamless hand-off to human agents ensures a smooth transition when human intervention is required.

Freshworks AI solutions have proven instrumental in helping clients overcome challenges, as demonstrated by the experience of Frasers Group. By adopting Freshworks, Frasers Group saved an impressive 1.3 million pounds

in the first year alone, showcasing the platform's efficiency and effectiveness in addressing the dynamic demands of the retail industry. Scott Bain, Head of Customer Operations at Frasers Group, emphasized the transformative impact of Freshworks' AI capabilities, particularly praising the summarizer feature of Freddy Copilot for accelerating engagement and boosting agent productivity.

In terms of deflection rate, luxury retailer Monos achieved an impressive 80% deflection rate with Freddy Copilot, significantly enhancing agent productivity and managing high-volume traffic efficiently. This led to a remarkable surge in sales during peak periods like Black Friday, demonstrating the tangible business outcomes enabled by Freshworks AI solutions.

Looking ahead to 2024, Freshworks is geared towards further enhancing its AI capabilities and product offerings. With Freddy Copilot transitioning from Beta to General Availability, Freshworks customers can harness the power of generative AI to streamline customer service operations. Exciting advancements, such as the Quality Coach feature, are in the pipeline to help agents achieve near-perfect responses and resolutions, promising even greater efficiency and customer satisfaction. 🔥

Navigating the B2B tech marketing landscape: insights and inspirations



Shaed-A-Heen Khader,
Marketing Manager, UAE & Gulf –
Distribution

In the ever-evolving world of B2B tech marketing, leadership isn't just about making decisions; it's about fostering connections, driving innovation, and championing inclusivity. As someone deeply entrenched in this dynamic industry, I've had the privilege of navigating through challenges, seizing opportunities, and advocating for gender equality every step of the way. In this article, I'll share personal anecdotes, insights, and advice on leadership, diversity, and empowerment.

Cultivating Trust Through Leadership

One standout moment where my leadership

style made a positive impact was during a crucial partnership negotiation. By genuinely connecting with the vendor and understanding their needs, we built a partnership agreement rooted in trust and alignment, setting the stage for long-term success in the ME. This experience taught me the power of empathy, active listening, and collaboration in fostering meaningful relationships that drive business growth.

Embracing Your Unique Perspective

To aspiring women leaders in B2B tech marketing, my advice is simple: trust yourself, lean on your support network, and never underestimate the power of your unique perspective. Embrace challenges as opportunities for growth and keep pushing boundaries. Your voice matters, and your perspective can spark innovation and drive positive change in the industry.

The Power of Gender Diversity in Leadership

In my experience, gender diversity in leadership fuels innovation and drives better business outcomes. Different perspectives foster creative problem-solving and resonate with diverse customer bases, giving us a competitive edge. By fostering inclusive environments where all voices are heard and valued, organizations can unlock the full potential of their teams and drive sustainable growth.

Advocating for Gender Equality and Inclusion

Advocating for gender equality and inclusion is deeply personal to me. It's about creating space for everyone to thrive, challenging biases, and amplifying underrepresented voices in our industry. By promoting inclusive policies,

offering equal opportunities for advancement, and actively addressing unconscious biases, we can create a more equitable and inclusive industry where everyone has the opportunity to succeed.

Empowering Through Mentorship and Support

Mentoring and supporting other women in their leadership journeys is a privilege for me. I share my experiences, offer guidance, and cheer them on every step of the way. Together, we're stronger. By fostering a culture of mentorship and support, we can create a pipeline of empowered leaders who will shape the future of the industry and inspire the next generation of women leaders.

Seizing Opportunities, Overcoming Challenges

Looking ahead, the sky's the limit for women leaders in B2B tech marketing in the Middle East. While challenges such as bias, representation gaps, and systemic barriers persist, there are also immense opportunities for growth, innovation, and impact. I encourage women to embrace opportunities, stay true to themselves, and continue breaking barriers together. By leveraging our collective strength, resilience, and determination, we can drive meaningful change and create a more inclusive and equitable future for all. 🏹



Ramco's digital transformation roundtable

GEC Media Group successfully did a groundbreaking roundtable event for Ramco, a pioneer in enterprise software solutions, at the esteemed JW Marriott Marquis Dubai. The gathering convened an illustrious ensemble of

industry luminaries, comprising CIOs, CFOs, and CTOs, to delve into the transformative power of digital technologies. With a dual focus on driving operational efficiency and elevating customer satisfaction, the forum aimed to unravel the complexities of digital transformation and its multifaceted impact

across diverse sectors.

Avenues of Digital Transformation for CIOs

Ganesh, Ramco's esteemed Global Solution Advisory, spearheaded the discussion on navigating the digital landscape. With over seven years of industry expertise, Ganesh articulated a comprehensive roadmap for digital transformation. He underscored the pivotal role of laying a robust foundation, advocating for a systematic approach to system digitalization and process automation. Ganesh emphasized the transformative potential of data-driven insights and analytics in informing strategic decisions, positioning Ramco as a pivotal enabler of organizational evolution.

Words from Ganesh

In an exclusive interview, Ganesh provided invaluable insights into Ramco's transformative journey and its commitment to empowering clients with cutting-edge solutions. He elucidated on the organization's proactive



Samynathan Raju,
Regional Sales Director, Ramco



Ganesh Govindarajan,
Associate Vice President - Solution
Advisory at Ramco Systems

“

We have very strong stability in terms of what we have been delivering over the decades. ”

stance towards driving innovation and fostering growth across industries. Ganesh highlighted the critical importance of leadership buy-in and collaborative data sharing in driving successful digital transformations, reaffirming Ramco's unwavering dedication to facilitating organizational excellence through technology.

“

How do you transform your business is primarily about how do you automate your operations ”

Exploring Ramco's ERP solutions

SamyNathan Raju, Ramco's esteemed VP of Logistics Sector for the Middle East and Africa, took center stage to explore the intricacies of Ramco's ERP offerings. With a keen focus on enhancing operational efficiency and streamlining business

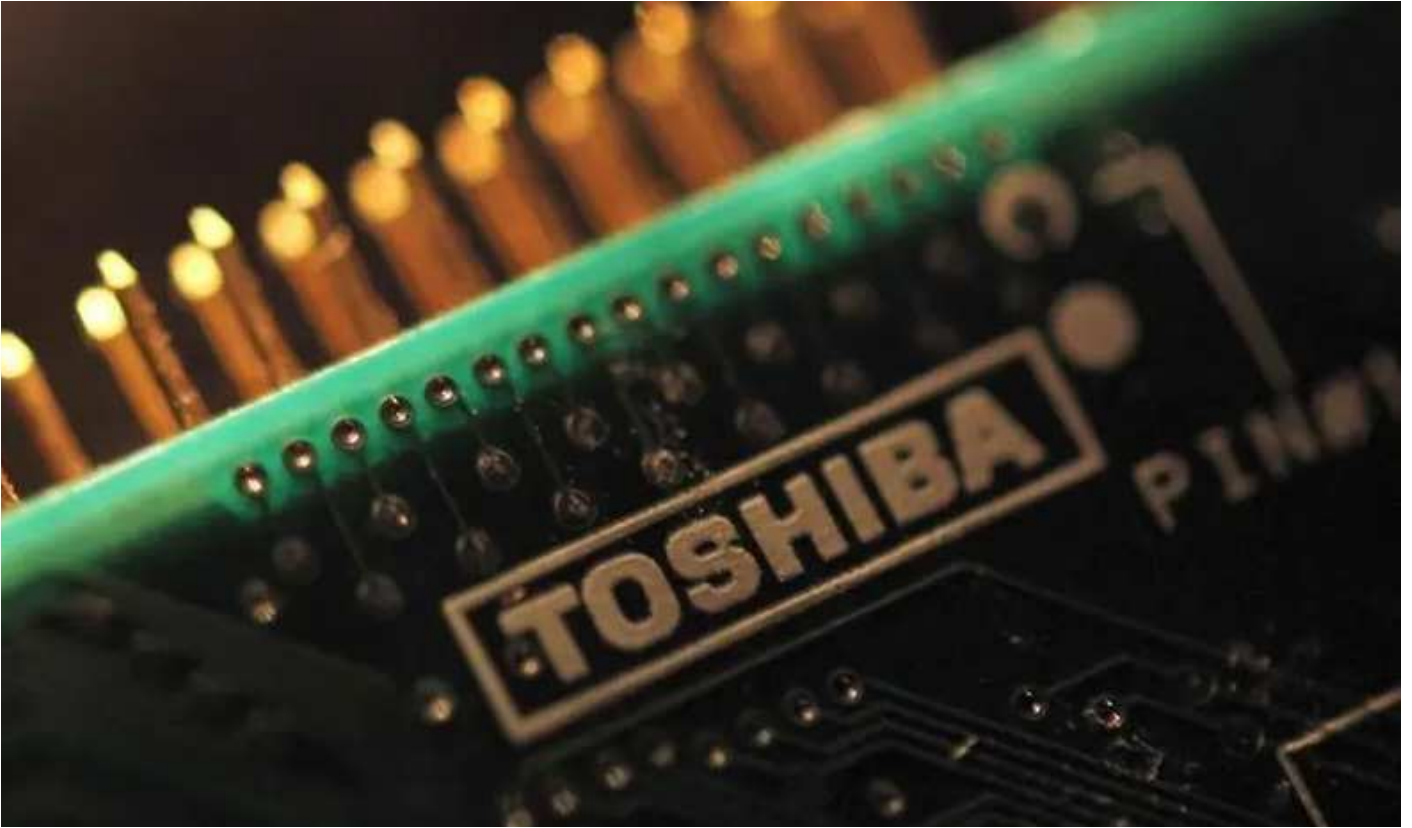
processes, Samy delineated the platform's diverse functionalities. From supply chain management to manufacturing and enterprise asset management, Samy showcased how Ramco's ERP solutions seamlessly integrate with HR and payroll systems, positioning the organization as a comprehensive solution provider for businesses seeking holistic transformation.

Words from Samy

In an engaging interview, Samy provided deeper insights into Ramco's ERP solutions and their transformative potential for businesses in the Middle East. He elucidated on two distinct journeys – the “0 to 1 journey” for organizations embarking on their ERP transformation and the enterprise journey for those seeking to enhance their existing systems. Samy underscored Ramco's consultative approach and its commitment to delivering tailored solutions that drive operational excellence and fuel business growth, reaffirming the organization's position as a trusted partner in digital transformation.

Driving Organizational Success through Collaboration and Innovation

Ramco's roundtable event served as a testament to collaboration and innovation, fostering meaningful exchanges among industry leaders. By showcasing its prowess in digital transformation and facilitating discussions on real-world use cases, Ramco reaffirmed its role as a catalyst for change. With an unwavering commitment to customer-centricity and innovation, Ramco continues to chart new frontiers in the digital realm, empowering organizations to thrive in an ever-evolving business landscape. ➡



Empowering enterprises to build their own data center infrastructure.

As technology landscape evolve each day, companies are faced with the critical decision of whether to migrate entirely to the cloud or continue maintaining on-premises data centers. While cloud adoption is on the rise, many enterprises are finding value in balancing the two a strategy known as a hybrid approach.

Santosh Varghese, Vice President of Toshiba Gulf FZE, unveiled the ambitious “Build Your Own Data Centre [BYODC]” initiative for Uganda Market. The initiative’s primary objective is to educate and empower channel partners, including System Integrators, VARs, VADs, and enterprise clients, to enhance their business-critical enterprise server storage systems and cloud storage capabilities, all while harnessing the power of high-capacity hard drives. Addressing channel partners in Uganda, Varghese emphasized the importance of establishing one’s data centers, stating, “We want the data storage channel ecosystem to be well-informed about the storage backup options companies need. While many companies still resort to tape as a storage backup solution, hard drives remain the preferred choice due to their cost-effectiveness per gigabyte compared to SSDs.” He further added.

As of 2021, approximately 63% of global data storage still relies on traditional hard disk drives [HDDs]. However, the landscape is evolving, and by 2025, SSDs are projected to occupy a 16% share of the data storage market, with NAND accounting for 10%. Nevertheless, HDDs will continue to dominate with a majority share of 58%. Looking ahead to 2030, it is estimated that HDDs will still constitute

48% of total data storage, while SSDs will expand to 29%, and NAND will make up 12%.

Toshiba team highlighted several initiatives that have been implemented across the region to raise awareness and provide training opportunities. These initiatives aim to equip sales and pre-sales teams belonging to system integrators and enterprises with comprehensive knowledge of enterprise-level storage, particularly when it comes to high-capacity, purpose-built hard drives.

“We believe that a well-informed channel and business entities can better address specific market requirements, such as surveillance, backup, and big data storage, which will ultimately drive market growth,” he added.

In the face of the ongoing global data explosion, data storage remains a paramount concern for businesses. He stressed the pivotal role that storage plays in today’s business landscape, emphasizing that the market has evolved significantly over the past few years in terms of its understanding of the need to invest in the right type of storage solutions.

As businesses worldwide reassess their data storage strategies, Toshiba’s “Build Your Own Data Centre [BYODC]” initiative offers invaluable insights and cost-effective solutions aligned with the ever-evolving storage landscape. Through education and collaboration with channel partners and enterprises, the initiative seeks to equip businesses with the tools they require to adapt to a data-driven future while optimizing both costs and performance. 🔥

SolarWinds to host annual EMEA Partner Summit in-person in Lisbon, Portugal

SolarWinds announced it will host its annual Europe, Middle East, and Africa, Partner Summit 2024 in person in Lisbon, Portugal, Feb. 19–23. The event is part of a series of SolarWinds Transform Partner Summits the company is hosting across Europe, Asia, and the Americas.

The EMEA Partner Summit brings together partners from around the region to network, learn, and celebrate their shared successes with SolarWinds. At the event, SolarWinds will highlight the latest product strategy and innovations to its Observability, IT Service Management, and Database offerings. Attendees will gain invaluable sales and technical expertise through our partner enablement training led by SolarWinds



Laurent Delattre, VP, Europe, Middle East, and Africa Sales, SolarWinds

product experts.

SolarWinds continues to build on its Transform Partner Program, which was first launched in 2022 to support and drive growth for its valued global channel partners. Last year, the company announced new enhancements to the partner program including access to new revenue opportunities and benefits, more flexibility in how partners can achieve their targets, and specialization options and benefits for its Database and ITSM products. At the 2024 Partner Summits, SolarWinds will introduce the latest partner initiatives, programs, and incentives designed to increase velocity, simplify the experience, and further fuel partner growth.

Orange Cyberdefense expands partnership with Qualys, strengthening managed cybersecurity portfolio to deliver an end-to-end vulnerability intelligence service

Qualys, Inc. (NASDAQ: QLYS), a pioneer and leading provider of disruptive cloud-based IT, security, and compliance solutions, has announced that it is expanding its partnership with Orange Cyberdefense. This expansion signifies that Qualys' industry-leading capabilities such as Vulnerability Management, Detection and Response (VMDR) will be included in Orange Cyberdefense's managed Vulnerability Intelligence Service.

The expanded collaboration will give global businesses the ability to leverage Orange Cyberdefense's managed service to optimize vulnerability management activities and reduce cyber risk thus enabling customers to focus on their core business.

"Expanding our partnership with Qualys felt natural," said Jenny Antonsson, Head of Global Vulnerability Operations Center at Orange Cyberdefense. "It is more important than ever for global organizations to effectively prioritize efforts in their fight against threats, which are increasing in complexity & volumes. Partnering with Qualys coupled with our proprietary



Dino DiMarino, chief revenue officer, Qualys

vulnerability intelligence and expertise enables Orange Cyberdefense to achieve just that for our customers."

With the expanded partnership, Orange Cyberdefense will now integrate Qualys solutions, including VMDR, into its Managed Vulnerability Intelligence service. The expanded

partnership will provide Orange Cyberdefense customers with improved asset discovery, detection, risk assessment, prioritization with TruRisk, and, more importantly, risk reduction to significantly accelerate their ability to respond to threats, effectively prevent breaches and prioritize vulnerabilities.

SecureNet and QSAN join forces for enhanced digital security and efficiency

QSAN Technology Inc., a leading storage solutions provider in Taiwan, is glad to announce a strategic distribution partnership with SecureNet FZC, a collaboration set to revolutionize the landscape of digital security and data management. This alliance merges the advanced cybersecurity services of SecureNet with the cutting-edge data storage solutions provided by QSAN, promising unparalleled protection and efficiency for organizations within the MEA region. Through this partnership, businesses can now seamlessly integrate state-of-the-art cybersecurity measures with robust data storage infrastructure, ensuring comprehensive protection against evolving cyber threats while optimizing data management processes. This synergy between SecureNet and QSAN underscores a shared commitment to innovation and excellence, empowering enterprises and



Samentemurthy Sadasivan- Solution Architect- Data Center at SecureNet FZC.

SMEs to navigate the complexities of the digital age with confidence and resilience. “Through our collaboration with QSAN, we can deliver Enterprise Unified Storage to our customers and partners, offering customers

unparalleled optimization storage. We accelerate the enterprise workloads and help customers with workloads” Samentemurthy Sadasivan- Solution Architect- Data Center at SecureNet FZC.

StarLink targets 40% of the MEA cybersecurity market share

Starlink, an Infinigate Group company has announced its ambitious plans to achieve 40% of the MEA market share in 2024. This will position StarLink as the leading distributor with the largest market share in cybersecurity across the Middle East and Africa accentuated by the superior technologies and delivery expertise compared to the competition. Commenting on the 2023 achievements and roadmap for 2024, Nidal Othman, CEO – StarLink said, “The success of 2023 is behind us. It was a remarkable year with a YoY growth of 26%. As we look forward, we are close to achieving the 40% market share mark which will be a significant achievement and all our efforts would be towards realising this major milestone.” 2024 SKO witnessed the launch of new initiatives channelled to enhance business opportunities for the StarLink stakeholders – vendors, partners, and customers. These latest initiatives will expedite the transformation of specialised channel partners to MSSPs, leverage cloud solutions and advocate for vendor MSSP



offerings. Additionally, also delve into untapped markets and mid-market segments by leveraging on the commercial channel expertise to cater to the commercial business needs of vendors.

Lastly continue to position integrated solutions and foster technology collaborations to bring robust integrations and enhance customer experience.

ServiceNow announces new partner specialisations including Service Operations, serve the customer, power the employee

Canon Middle East inaugurated its largest customer experience centre in Riyadh catering to the business community, offering an elevated customer experience. Since establishing its largest direct operations in the Kingdom of Saudi Arabia in 2018, Canon has remained steadfast in its commitment to driving innovation and contributing to the digital transformation outlined in the Kingdom's Vision 2030 strategy. This continuous development underscores Canon's unwavering dedication to the plans set forth in 2018, solidifying its position as a trusted partner in the country's evolving technological landscape. With a dedicated team on the ground, the Company's direct presence has



Erica Volini, senior vice president, global partnerships at ServiceNow

not only facilitated a deep understanding of the local market but has also enabled Canon to establish close partnerships with businesses seeking advanced digital and technology-based

imaging services..

During the inauguration, Venkatasubramanian (Subbu) Hariharan, Managing Director of Canon Middle East and Turkey, stated, "Canon aims to add value to the Saudi economy by contributing to the development of a well-defined digital infrastructure mandated by Vision 2030 and enhance the competitiveness of the Saudi economy. As a company, we are committed to aligning with the ambitious goals of the Kingdom of Saudi Arabia. The dedication to innovation, sustainability, and economic diversification has motivated us to invest in the Saudi economy and create opportunities for the local workforce. Furthermore, our contribution to Saudization will support building a skilled and empowered Saudi workforce."

3 trends set to shape the regional cybersecurity channel in the year ahead

Here are three trends that will shape the regional channel this year.

Partner success as a route to customer success

Successful partners go on to become champions for customer success, as shown in a report from the Association of Strategic Alliance Professionals (ASAP). It has been a long time since customer success has been treated as an abstract side-effect of engagement. Entire departments and managers have been dedicated to the concept since the turn of the century. When cloud computing took off, service-heavy offerings prompted renewed focus on customer success, leading to the emergence of customer success platforms.

SaaS metrics as measurement of partner ROI

This year, expect to see the enhancement of channel metrics using SaaS growth metrics, so vendors can see the true impact of the channel amid a transition to the partner ecosystem. Measuring this impact will be critical in making a business case for investment in these



Rob Spee, SVP of Global Channels & Alliances, BeyondTrust.

emerging ecosystems. Vendors must get to grips with the different types of value added by the various types of partner; and traditional partner sales metrics don't cut it. Even new metrics — partner influence, competency, and service quality, for example — do not capture the full value adds.

AI as an accelerant for growth of partner ecosystems

Who in the region did not have a half dozen conversations or more last year on the topic of AI? Whether those conversations were fearful whispers or excited roars, we cannot ignore that generative AI has gripped the imagination of millions. As 2024 progresses, we will see many vendor partners incorporate AI technology into their products and platforms. The channel is how companies expand into new territories, but the localization of content brings with it a range of time- and cost-related challenges. Vendors can enable distributors, resellers, and systems integrators through platforms that leverage AI to generate sales scripts, marketing content, and learning resources in multiple languages.

Lola VFX leverages VAST Data to boost collaboration for data-intensive films and series

VAST Data, the AI data platform company, announced its collaboration with Lola Visual Effects, a leader in computer generated effects for feature films and television series. A pioneer in the industry, Lola VFX is aggressively adopting new AI technologies and deep learning tools to push the boundaries of cinematic artistry. By leveraging the VAST Data Platform, which was built to support these technologies, Lola VFX has been able to streamline global collaboration on its data-intensive feature films and television series, and is transforming how stories are told and experienced using visual effects.

Lola VFX began its journey with VAST in 2022, responding to the rapidly growing demand for higher resolution formats such as 4K, 6K, and 8K in film and television that have been the cause of a generational change across the industry. These new formats and the incredible visual effects being used across the media and entertainment industry today



Jeff Denworth, Co-Founder of VAST Data.

require managing massive amounts of visual data, which poses significant challenges. For instance, a typical shoot day for Lola VFX

might yield over a dozen reels of 6K footage, amounting to multiple terabytes of data created per day.

e& Carrier & Wholesale to anchor 45,000 km, 2Africa subsea cable system at Kalba in UAE



e& Carrier & Wholesale announced the expansion of its Tier III SmartHub data centre to the UAE's capital Abu Dhabi, providing state-of-the-art infrastructure and connectivity

to support the entire region's digital ecosystem.

The strategic expansion further solidifies e&'s global network enhancing its ability to serve businesses across various industry verticals.

The upcoming data centre in Abu Dhabi will be the fifth Tier III data centre alongside the existing ones in Fujairah 1 and 2, Dubai, and Kalba.

With the new SmartHub location in Abu Dhabi it accelerates digital adoption in the country offering geo-redundancy and added value for customers with low latency and high-speed internet.

Nabil Baccouche, e& Group Chief Carrier & Wholesale Officer commenting on the launch, said: "Our footprint expansion is aligned with e&'s long term vision of creating a digitally empowered world through innovation and digitisation. With the United Arab Emirates today playing a key role in the global economy, we are committed to delivering world-class connectivity solutions, facilitating global trade and investment. The hi-tech infrastructure and strategic location of Abu Dhabi will be a valuable asset to our customers and the wider business community."

United Arab Bank to deploy RISE with SAP, SAP Signature Management, SAP SuccessFactors on AWS

A new report from SAP Insights, the global technology's research division, has revealed a formula for business resiliency, which includes access to data, innovation, optimizing processes and preparing the workforce for change. A concerning finding is that most global business leaders interviewed do not believe their companies excel at many of the nine capabilities deemed necessary for resilience in the face of disruption. While 30% do not judge themselves as 'highly effective' at any of the capabilities, the remaining 70% give themselves this top rating in only three or fewer of capabilities.

In the UAE, the capability on which executives most often rated themselves as highly effective was having the financial capacity in



Johannes Dressler, SAP MEA South COO; Sophia Mendelsohn, SAP Chief Sustainability Officer; Shirish Bhide, CEO of UAB; and Ayman AlQudsi, CIO of UAB, attended the signing ceremony.

cash or other access to capital to withstand an unexpected market event, selected by 36.4% of respondents – higher than the overall global score of 30.2%. Commenting on the results,

Marwan Zeineddine, Interim Managing Director, SAP UAE, said: "It is positive to see that UAE companies feel better prepared than many of their global counterparts to deal with business disruptions, although a few improvements could greatly increase this confidence. Enhancing access to meaningful business data is a clear example. This is confirmed by the fact that respondents who rated their capability for dealing with current and future challenges as high, also reported having better access to data for decision-making, and vice versa. This is why SAP is so focused on incorporating data analytics and AI capabilities into our portfolio of business technology solutions to support agile and effective leadership."

Face biometrics threatened by 2026 predicts Gartner, as threat actors focus on deepfakes

By 2026, attacks using AI-generated deepfakes on face biometrics will mean that 30% of enterprises will no longer consider such identity verification and authentication solutions to be reliable in isolation, according to Gartner, Inc.

"In the past decade, several inflection points in fields of AI have occurred that allow for the creation of synthetic images. These artificially generated images of real people's faces, known as deepfakes, can be used by malicious actors to undermine biometric authentication or render it inefficient," said Akif Khan, VP Analyst at Gartner. "As a result, organizations may begin to question the reliability of identity verification and authentication solutions, as they will not be able to tell whether the face of the person being verified is a live person or a deepfake."

Identity verification and authentication processes using face biometrics today rely on presentation attack detection (PAD) to assess the user's liveness. "Current standards and testing processes to define and assess PAD mechanisms do not cover digital injection attacks using the AI-generated



Akif Khan, VP Analyst at Gartner
deepfakes that can be created today," said Khan.

Gartner research said presentation attacks are the most common attack vector, but injection attacks increased 200% in 2023. Preventing such attacks will require a combination of PAD, injection attack detection and image inspection.

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Kaspersky partners with INTERPOL operations to disrupt transnational cybercrime

Kaspersky has contributed to the fight against transnational cybercrime by taking part in operation Synergia, involving INTERPOL and its Gateway project partners — an initiative promoting collective efforts of national law enforcement and private sector organizations in combating ever-evolving cyberthreats. The operation — spanning more than 50 INTERPOL member states — focused on the disruption of malicious infrastructure involved in phishing, malware, and ransomware attacks.

During the three-month operation (September-November 2023), INTERPOL coordinated cyber intelligence exchanges between law enforcement agencies from member states and private partners, resulting in the production of more than 60 Cyber



Activity Reports. Kaspersky supported the operation by sharing data on malicious infrastructure identified worldwide, including globally-sourced threat data from Kaspersky Threat Intelligence, which is continuously updated by the company's world-class experts.

Some 1,300 suspicious servers relating to

various cybercrimes have been identified as part of the joint effort. As a result, investigators were able to take actions on 70% of those malicious servers and also apprehend suspected perpetrators across multiple states.

Bernardo Pillot, Assistant Director to INTERPOL Cybercrime Directorate, said: "The results of this operation, achieved through the collective efforts of multiple countries and partners, show our unwavering commitment to safeguarding the digital space. By dismantling the infrastructure behind phishing, banking malware, and ransomware attacks, we are one step closer to protecting our digital ecosystems and a safer, more secure online experience for all."

Yealink thanks Positive Technologies for discovering vulnerability in its meeting server

Yealink has thanked Positive Technologies for discovering the critical vulnerability BDU:2024-00482 in its Yealink Meeting Server videoconferencing system. Yealink is the world's number-one VoIP provider and one of the five biggest online conferencing vendors. Its products are used in 140 countries. The vendor was notified of the threat in line with the responsible disclosure policy and released a software patch.

PT SWARM experts found that an adversary who compromised Yealink Meeting Server at the external perimeter could develop the attack on the LAN if the latter lacked an adequately set up demilitarized zone. By exploiting the flaw, the malicious actor gained initial access to the corporate segment.

In mid-January, Positive Technologies' security expert center estimated the number of vulnerable systems allowing an authenticated attacker to infiltrate the LAN at 131. The countries with the largest share of installations are China (42%), Russia (26%), Poland (7%), Taiwan (4%), Germany (2%), Brazil (2%), and Indonesia (2%).

The vulnerability is categorized as OS Command Injection (CWE-78) and allows



injecting operating system commands. Attackers can leverage this type of flaws to gain access to OS password files, application source code, or completely compromise the web

server. In 2023, Positive Technologies experts came across this type of vulnerability while doing security analysis and penetration testing in 5% of cases.

Saudi Industrial Development Company to consolidate operations on SAP S4 HANA ERP private cloud

Saudi Industrial Development Company, a joint stock company with investments across multiple industries including industrial fibers, furniture mattresses, ceramic sanitary wares products, storage and logistics, has signed an agreement with global technology company SAP SE to accelerate its transition to cloud computing and consolidate all of its operations under a single unified enterprise resource planning solution. With the deployment of the ERP solution, SAP S4HANA private cloud, SIDC will benefit from a streamlined and integrated system, improving visibility and control over all of its operations to ensure consistently high standards and continued implementation of best practices across the diverse industries in which it operates in Saudi Arabia and Egypt. Eng Bandar Alhomaithi, Vice Chairman of the Board of Directors and Managing Director of SIDC, said of the transformation, "The Saudi Industrial Development Company is committed to investing in and supporting businesses in the



Walid Yehia, Managing Director - UAE, Dell Technologies

Kingdom of Saudi Arabia. It also strives to guarantee delivery to customers in various sectors of the best services and products in its category. The complexity of our operations and the extension of our activities across a wide range of sectors in the Kingdom of Saudi Arabia and the Arab Republic of Egypt required a flexible system for managing

enterprise resources with capabilities to unify and integrate our business operations while maintaining our ability to adapt and undergo continuous development. SAP S4HANA Private Cloud provides the ability to access and control processes, obtaining instant information that enhances our informed decision-making process."

F5 announces new capabilities to reduce complexity of protecting applications and APIs

At AppWorld, the premier application security and delivery conference, F5 announced new capabilities that reduce the complexity of protecting and powering the exploding number of applications and APIs at the heart of modern digital experiences. As AI accelerates the growth of applications and the APIs that connect them, F5 is bringing API code testing and telemetry analysis to F5 Distributed Cloud Services, creating the industry's most comprehensive and AI-ready API security solution. F5 also announced it is making AI pervasive across its entire solution portfolio with intelligent capabilities that help customers protect against sophisticated AI-powered threats, while making it easier to secure and manage multicloud application environments. "Companies already face daunting complexity and a rapidly changing threat landscape. The added pressure to secure and deliver



François Locoh-Donou, President and CEO, F5

AI services compounds this, putting many security and IT teams in an untenable position," said François Locoh-Donou, President and CEO, F5. "It is our singular mission to deliver solutions that greatly reduce this complexity so our customers can focus on what matters most to them: their business. We

are delivering new capabilities that ensure our customers are ready for AI, making it significantly easier for them to protect and power every app, every API, everywhere." Private Cloud provides the ability to access and control processes, obtaining instant information that enhances our informed decision-making process."

Genesys to acquire Radarr Technologies combining comprehensive public social media capabilities

Genesys, a global cloud leader in AI-powered experience orchestration, announced it has entered into an agreement to acquire Radarr Technologies, an AI-based social and digital listening, analytics, and consumer engagement company. By combining the comprehensive public social media capabilities within the Radarr Technologies solution with the all-in-one Genesys Cloud platform, Genesys will empower organizations to unify the customer experience like never before, helping them create proactive, prescriptive engagement built to drive loyalty in the AI economy. People around the world, especially digital natives, are using public social media channels to connect with businesses as an alternative to traditional service channels. Using public social feeds or direct messaging, they expect brands to turn these inquiries for service,



support and information into meaningful experiences. With Radarr Technologies capabilities, Genesys will help organizations meet customers on the social channels of their choice so they can engage with them as naturally as they do with family and friends through rich social media-based experiences that are easy, contextual and personalized.

Following the acquisition, which is expected to close in the first quarter of fiscal year 2025, Genesys will use Radarr Technologies social media insights as a critical source for its 360-degree customer view fueling Genesys AI. Genesys will be able to further connect attitudinal, sentiment and interaction data from across the CX continuum and provide the industry's most comprehensive depth of consumer engagement touchpoints.

CommScope releases Wi-Fi 6E products, RUCKUS R760 and RUCKUS R560

CommScope announced the availability of two new Wi-Fi 6E products, the RUCKUS R760 and the RUCKUS R560. These products allow Multi-Dwelling-Units including residential apartments, student housing, assisted living, and other high-density living spaces to leverage the 6 GHz Wi-Fi band and deliver superior wireless connectivity to their residents.

RUCKUS Networks is also adding support for the WPA3 security framework to RUCKUS Dynamic PSKTM (DPSK) technology, combining ease of deployment with advanced user security and control.

MDU service providers value the importance of having a high-performance, reliable, scalable and secure network infrastructure. Their customers expect dependable internet access. MDU service providers rely on vendors who can deliver highly reliable and easy to deploy wired and wireless network infrastructure while reducing support costs.

"The opening of the 6 GHz band for Wi-Fi represents the largest expansion of Wi-Fi spectrum to date, enabling dramatic increase in bandwidth and reduction of latency and paving



the way for entirely new classes of applications connecting over Wi-Fi," stated Bart Giordano, Senior Vice President, RUCKUS Networks, CommScope.

After deploying the latest RUCKUS Wi-Fi 6E access points, Denton Meier, CTO, Firefly Technologies, noted, "Wi-Fi 6E is the re-birth of wireless that Firefly Technologies has been anticipating for a long time. The Ruckus R760 Wi-Fi 6E access points replaced our R750s and within minutes, clients were connecting to the 2.4, 5, and 6 GHz radios. From some of our initial testing, we were able to truly achieve Gigabit speed wireless in an MDU

test setting using the 6 GHz channels. 6 GHz access points will revolutionize what we can achieve in crowded, high-performance wireless environments and we are excited to partner with Ruckus Networks as these new products launch."

RUCKUS Wi-Fi 6E solutions enable organizations to take advantage of the dramatic capacity increase, performance improvement and reduced interference of the 6 GHz spectrum. With up to 8.35 Gbps aggregated max throughput, Wi-Fi 6E supports next generation applications such as augmented reality and virtual reality (AR/VR), 8K ultra-high-definition video, and gaming.



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BUILDING



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GENERATION

www.brandvoize.com

Voices of **Women** at GEC Media Group



It is not the gender that decides, it is your will.

The significance of gender diversity cannot be overstated. It transcends mere representation, delving deep into the realms of innovation, performance, and the cultivation of inclusive workplace cultures. While traditional narratives often propagated the notion that emotions have no place in the boardroom, the infusion of women into organizational dynamics has debunked this myth, illuminating the indispensable role of emotional intelligence in driving success.

Within the corridors of GEC Media Group, we take immense pride in our commitment to gender diversity, where women constitute a substantial 70% of our workforce. However, our celebration of diversity extends beyond mere numbers; it is rooted in the profound recognition of the invaluable leadership qualities that women bring to the table each day. In a world where merit should triumph over gender, we prioritize collaboration and teamwork, fostering an environment where individuals, regardless of their gender, can flourish and make meaningful contributions.

For those who harbor aspirations to navigate the complex landscape of our industry, the journey may initially appear daunting. Yet, as someone who traversed a path seemingly incongruous with a background steeped in Shakespearean dramas and poetry, I can attest that success knows no gender boundaries. With profound gratitude to the strong men who bolstered me both personally and professionally, I sailed through this odyssey, propelled by sheer determination and an unwavering will to succeed.

In our organization, the ascendancy of women to leadership roles is not merely symbolic; it is strategic. Extensive research consistently underscores the positive impact of gender-diverse leadership teams on organizational performance, innovation, and decision-making processes. By harnessing the kaleidoscope of perspectives,



Anushree Dixit,
Global Head - Content &
Strategic Alliances

“With a heart full of gratitude to all the strong men who have held my fort personally and professionally, I sailed through this journey and am here today”

experiences, and skills that women bring to the table, we fortify our position for sustained success amidst an increasingly competitive landscape.

To ensure that gender diversity remains a cornerstone of our organizational ethos, we remain steadfast in our commitment to fostering a culture of collaboration, respect, and empowerment. We eschew the notion of competition as a zero-sum game, recognizing instead that diverse teams are inherently stronger and more resilient. Through the cultivation of an inclusive environment, we empower every member of our team, irrespective of gender, to unleash their full potential and drive collective success.

In summation, championing gender diversity is not merely a moral imperative; it is an essential driver of innovation, collaboration, and organizational resilience. As we continue to champion diversity and inclusivity, we pave the way for a brighter, more equitable future where every individual has the opportunity to thrive and contribute meaningfully.

Set clear boundaries, prioritize tasks and self care

Every journey often begins with inspiration and determination. For many women, including myself, the drive to pursue a career path stems from a deep-seated passion for making a difference and leaving a mark in the world. My journey into my field was propelled by this very passion, coupled with a thirst for knowledge and a desire to contribute meaningfully to my chosen industry.

Yet, the road to success is rarely without its challenges, especially for women navigating the complexities of both work and personal life. As a working woman, I have encountered my fair share of obstacles, with perhaps the most daunting being the delicate balance between professional responsibilities and caregiving roles. However, I have learned to overcome these challenges by setting boundaries, prioritizing tasks, and, most importantly, prioritizing self-care.

Maintaining a healthy work-life balance is paramount, and I have found success by adhering to a few fundamental principles. Prioritizing tasks based on importance and deadlines, understanding personal limits, and focusing on the quality of work rather than sheer quantity of hours spent have proven invaluable in achieving this balance.

In the professional sphere, gender-related biases and obstacles are unfortunately not uncommon. However, I firmly believe that the right attitude and unwavering determination are key to overcoming such hurdles and standing out in one's career journey. Confidence, assertiveness, and resilience are invaluable traits that every aspiring woman should cultivate as she embarks on her professional path.

Mentorship and networking are indispensable tools for women in the workplace. Having mentors who provide guidance, share experiences, and offer advice can greatly accelerate personal and professional growth. Similarly, networking opens doors to



Richa S,
Chief Commercial Officer,
GEC Media Group

“

Balancing work and personal life is more challenging, especially with expectations around care giving roles.”

opportunities and fosters valuable connections that can propel one's career forward.

Promoting gender equality and diversity in the workplace requires proactive initiatives and strategies. Education and proper training within organizations are essential to raising awareness and fostering inclusive cultures where every individual is valued and respected.

Despite setbacks and obstacles, staying motivated and advancing in one's career is possible with a positive mindset, clear goals, and unwavering focus. Every setback is an opportunity for growth, and every achievement, no matter how small, is cause for celebration and pride.

As I look ahead, my goals and aspirations remain centered on authenticity, personal growth, and professional excellence. With a commitment to staying true to myself and continuing to learn and evolve, I am confident in my ability to make meaningful contributions to my industry and beyond.

Prioritizing mindfulness, Adaptability, Selfcare and self-love is my mantra

My journey in the world of media and marketing is a result to my passion, perseverance, and the pursuit of excellence. From my early days in travel and tourism to my current role as a top performer at GEC Media Group, my story is one of determination and empowerment.

Ever since I was young, I've been captivated by the world of travel and tourism. Joining Rayna Tours and Travels as a Travel Consultant in 2013, I found immense joy in crafting unforgettable experiences for tourists in Dubai. This role ignited my passion for hospitality and laid the foundation for my journey ahead.

In 2016, I transitioned to the dynamic realm of media and marketing, further fueling my desire to excel in the field. Joining GEC Media Group in November 2019, I found myself at the forefront of media excellence, where I continue to make a significant impact.

As a working woman, I've faced challenges balancing my career aspirations with personal commitments. Managing heavy workloads while being away from my family tested my resilience. However, my unwavering determination and strategic time management enabled me to overcome these obstacles.

I firmly believe in equality and empowerment, serving as an inspiration for aspiring women in the industry. I advocate for initiatives to promote gender equality and diversity in the workplace, emphasizing the importance of mentorship and networking opportunities.

Some of my proudest moments include



Jennefer Lorraine Mendoza,
Project Lead Manager,
GEC Media Group

“
Time
management
and finishing my
tasks on time,
gives me time
for myself and
family.”

being recognized as the top performer at GEC Media Group in 2021 and 2022. These achievements serve as milestones in my journey, boosting my confidence and inspiring me to strive for even greater heights.

Looking ahead, my goals extend beyond professional success to personal fulfillment. I aspire to establish my own business in the Philippines and fulfill my parents' dream of owning a house.



Breaking barriers in technology

A personal journey

Sue Azari's transition from the fashion industry to the tech sector epitomizes the transformative power of passion and adaptability. Initially entrenched in marketing roles, Azari was drawn to the dynamic pace of technological innovation, recognizing its potential for problem-solving. Inspired by the ever-evolving landscape of technology, she made a deliberate career shift, driven by a desire to be at the forefront of change.

Overcoming challenges

Entering the male-dominated tech field presented its share of challenges for Azari. Adjusting to a new industry with different processes and measures of success was daunting, compounded by the absence of female role models. However, with resilience and the support of her line manager, Azari navigated these hurdles. She leveraged her position to advocate for diversity, volunteering with organizations like InnovateHer and The Girls Network to inspire young girls to pursue careers in tech.

Unique perspectives and skills

Azari highlights the invaluable perspectives and skills that women bring to the tech sector. From risk management to problem-solving and creative thinking, women offer a diverse range of talents that enrich teams and drive innovation.

Diversity and inclusion in tech leadership

As a leader in technology, Azari is committed to fostering diversity and inclusion within her organization. She actively mentors young women and advocates for greater representation in tech roles. By amplifying the voices of women and serving as a role model, Azari strives to reshape the future landscape of the industry, ensuring that it is more inclusive and diverse.

Exciting emerging technologies

Azari is particularly enthusiastic about the transformative potential of Artificial

“

I don't necessarily think that you need a mentor, you can forge your own path, but having good contacts will always help open doors.

”



Sue Azari,
Industry Lead - eCommerce,
AppsFlyer

Intelligence (AI). Recognizing its impact across various sectors, she believes that AI has the power to reshape industries, redefine human capabilities, and address societal challenges. However, she emphasizes the importance of addressing ethical, privacy, and security considerations as these technologies continue to evolve.

Influential mentorship: Career impact

While Azari acknowledges the importance of mentorship in career development, she attributes much of her growth to the guidance and support of her peers in the industry. Their advice and guidance have been invaluable in navigating challenges and driving career progression.

Advice for young women

Azari's advice for young women aspiring to

pursue careers in technology is rooted in empowerment and resilience. She encourages them to seek inspiration from diverse role models, build strong networks, and remain fearless in pursuing opportunities. By staying curious and informed about industry trends, young women can position themselves for success in the rapidly evolving tech landscape.

Balancing Act: Work-life harmony in tech

Maintaining work-life balance is paramount for Azari, especially in the demanding field of technology. She emphasizes the importance of setting boundaries and protecting personal time to prevent burnout. By prioritizing tasks and managing work communication effectively, Azari ensures that she can deliver quality work while also enjoying downtime away from work responsibilities.





Karine Calvet's path and empowering guidance

A personal journey

Karen shares a unique journey into the tech industry that defies conventional expectations. With a background in philosophy and literature, Calvet's entry into the world of technology might seem unexpected. However, her foray began with a role in a software company, igniting a passion for the dynamic nature of the industry. sectors within technology, focusing on business model transformations and organizational changes.

Overcoming challenges

Despite her achievements, Calvet acknowledges the challenges women face in the tech industry. As she notes, the sector remains predominantly male-driven, with women still striving to reach C-level positions. Overcoming gender biases and earning trust and recognition often requires women to exert more effort than their male counterparts.

Unique perspectives and skills

Calvet believes that women bring unique perspectives and skills to the technology sector, particularly in fostering collaboration and breaking down silos. With technology constantly evolving and companies relying on complex ecosystems, the ability to bridge gaps and encourage curiosity becomes invaluable.

Diversity and inclusion in tech leadership

As a leader, Calvet prioritizes gender balance and inclusivity within her team. She actively promotes diversity by advocating for female candidates when hiring and fostering a collaborative work environment where every team member's contribution is valued. Through her leadership, Calvet seeks to empower women to raise their voices and play significant roles in shaping the future of technology.

Exciting emerging technologies

Calvet identifies AI as one of the most exciting yet potentially concerning emerging technologies. While AI holds promise in revolutionizing various industries, its ethical



Karine Calvet,
Vice President of Partner
Relations – EMEA at AVEVA,

implications raise important considerations. Calvet emphasizes the need for regulations to ensure the responsible and safe use of AI, underscoring the importance of ethical standards in technological advancement.

Influential mentorship: Career impact

Reflecting on her career, Calvet highlights the profound impact of mentorship, both from male leaders and influential women. Mentorship played a crucial role in her professional development, providing guidance and support during pivotal moments in her career.

Advice for young women

For young women aspiring to enter the tech industry, Calvet offers practical advice rooted

“

I pay a specific attention to gender balance: as I inherited a team made of 80% of men, when two candidates, a woman and a man, apply for a position and have similar resumes and skills, I choose the woman.

”

in her experiences. She encourages them to remain authentic, assert themselves, and seek mentorship to navigate the complexities of the field.

Balancing Act: Work-life harmony in tech

Finally, Calvet addresses the challenge of achieving work-life balance in a demanding field like technology. While acknowledging the ongoing struggle, she emphasizes the importance of discipline and prioritizing fundamental aspects such as family, sport, and work. Calvet recognizes the progress made in fostering flexibility, particularly through remote work, but emphasizes the need for continued efforts to support work-life harmony, for young mothers in the industry.





From numbers to new frontiers

A personal journey

traces her tech journey back to a childhood fascination with numbers and mathematics, nurtured by her mother's encouragement towards analytics and statistics. Armed with a degree in statistics, Gurbuz embarked on a career path that merged her passion for numbers with the burgeoning field of technology. Her initial role at SPSS Turkiye laid the foundation for a multifaceted career in the tech industry, marked by continuous learning and professional growth.

Overcoming challenges

Navigating the tech industry as a woman presented its share of challenges for Gurbuz, particularly in a male-dominated environment. Despite facing skepticism and balancing responsibilities of marriage and motherhood, she persevered by doubling her efforts to prove her expertise and earn respect.

Unique perspectives and skills

Gurbuz believes that women bring invaluable perspectives and skills to the technology sector, including empathy, attention to detail, and resilience. Their ability to understand people's emotions fosters stronger team dynamics, while their diverse viewpoints contribute to innovative problem-solving.

Diversity and inclusion in tech leadership

As a leader, Gurbuz prioritizes diversity and inclusion within her team, valuing the contributions of professionals from diverse backgrounds. She fosters an environment where every team member feels included and valued, enriching collaboration and driving creativity. Gurbuz emphasizes the importance of creating a supportive and inclusive culture to harness the full potential of a diverse workforce.

Exciting emerging technologies

Gurbuz is particularly excited about several emerging technologies that have the potential to revolutionize industries. From generative AI to quantum computing and sustainable technologies, these advancements offer

“

We're good at understanding how people feel, which helps make the team work better together.

”



Umut Satir Gurbuz,
Senior Sales Engineer –
MEA at Dataiku

unprecedented opportunities for innovation and progress. However, she also acknowledges the ethical considerations surrounding these technologies and advocates for responsible development and usage to ensure positive outcomes.

Influential mentorship: Career impact

Mentorship has played a pivotal role in Gurbuz's career, providing guidance, support, and networking opportunities. Learning from experienced mentors and building relationships within her professional network has been instrumental in her growth and success. Gurbuz emphasizes the importance of mentorship in navigating challenges and advises young women to seek out supportive mentors to accelerate their career growth.

Advice for young women

For young women aspiring to pursue a career in technology, Gurbuz offers practical advice rooted in her experiences. She encourages them to leverage every resource available, from online courses to mentorship opportunities, to build their skills and expand their networks.

Balancing Act: Work-life harmony in tech

Balancing work and personal life in a demanding field like technology requires proactive planning and prioritization for Gurbuz. By allocating time for both work commitments and personal needs, she manages her responsibilities effectively. Gurbuz acknowledges that achieving work-life harmony is an ongoing effort, and she continues to refine her balance while accepting imperfection along the way.





Innovate. Include. Harmonize.

A personal journey

Lauren traces her journey into the tech industry back to her upbringing, where she was immersed in the world of IT through her mother's marketing company. Following university, Wortmann found herself drawn to a marketing role within an international tech company, where she discovered her passion for the industry's constant innovation and change.

Overcoming challenges

Wortmann's journey in the tech field has been characterized by resilience and growth. Despite facing challenges as a woman in a male-dominated industry, she has approached each obstacle as an opportunity for learning and self-improvement. Drawing on lessons learned from her toughest roles, Wortmann emphasizes the importance of mindset, strong support networks, and continuous learning.

Unique perspectives and skills

As a woman in technology, Wortmann brings a unique perspective rooted in her experiences and insights. She recognizes the value of diversity in driving organizational success and advocates for women's representation in deep technical and business management roles. Wortmann's curiosity, positive outlook, and ability to build trust and collaboration within her team are key skills that contribute to her effectiveness as a leader in the tech sector.

Diversity and inclusion in tech leadership

Wortmann is committed to fostering diversity and inclusion within her team and organization. She believes in providing support, guidance, and recognition to women in technology, creating a culture of respect and collaboration. Wortmann emphasizes the importance of amplifying the voices and achievements of women in tech, while also advocating for more diversity and representation in leadership positions.

Exciting emerging technologies

Wortmann is particularly excited about the potential of emerging technologies to revolutionize industries. From artificial



Lauren Wortmann,
Vice President of
Applications and Cloud at
Dimension Data,

intelligence to sustainable technologies, these advancements offer unprecedented opportunities for innovation and progress.

Influential mentorship: Career impact

Mentorship has played an important role in Wortmann's career, providing guidance, support, and networking opportunities. She encourages young women aspiring to pursue a career in technology to trust in their talents, work hard, and surround themselves with supportive mentors and allies who believe in their potential.

Advice for young women

Wortmann's advice to young women

“

I don't think it is just in technology, but across professional fields - woman bringing something different to the table..

”

entering the tech industry is to trust in their abilities, embrace challenges, and remain curious and creative. She emphasizes the importance of surrounding oneself with supportive networks and mentors, while also prioritizing work-life balance and enjoying the journey.

Balancing Act: Work-life harmony in tech

For Wortmann, achieving work-life harmony as a working mother involves prioritizing quality over quantity and setting boundaries to ensure time for personal pursuits. She sees her role as a working mom as an opportunity to break down barriers and inspire future generations of women in business.





Pioneering paths

A personal journey

Jeanette Jacobs' journey into the tech industry began in the early '90s, owning her own CAD software business. Witnessing technology's transformative power in drafting, design, and manufacturing processes ignited her passion for innovation. This passion led her to manage large African and global customer journeys in embracing digital transformation, marking the start of a purpose-driven career.

Overcoming challenges

In the male-dominated tech landscape of the '90s, Jeanette faced skepticism about female capabilities, especially in technical domains. However, armed with confidence and determination, she overcame stereotypes and earned respect through her expertise. Despite initial odd looks in environments like mining sites, she persisted, eventually witnessing a shift towards recognizing women's contributions in technology.

Unique perspectives and skills

Jeanette believes women bring growth-focused, nurturing perspectives to tech leadership. Their multitasking abilities and talent for simplifying complex discussions offer fresh insights. Moreover, their inclination towards building trusted relationships fosters collaboration and empowers others, contributing to a more inclusive work environment.

Diversity and inclusion in tech leadership

As a leader, Jeanette fosters diversity by valuing every team member's voice and perspective. She encourages collaboration, ensures all opinions are heard, and promotes an inclusive culture where differences are celebrated. Her approach emphasizes empowering individuals, irrespective of gender, to contribute to the organization's success.

Exciting Emerging Technologies

Jeanette finds the adoption of AI in digital transformation particularly thrilling. She believes IFS is well-positioned to lead in industrial AI, offering solutions that shape the future of technology-driven business processes.

“

We have an innate ability to “un-complexities” discussions and get down to the real issues quickly.

”



Jeanette Jacobs,
Vice President for Partner & Channels, APJ&ME&A, IFS

Influential mentorship: Career impact

Mentorship played a pivotal role in Jeanette's career. Good mentors helped build her confidence and maximize her strengths, while bad ones focused on changing her. Their guidance taught her the importance of authenticity and leveraging strengths for growth and success.

Advice for young women

Jeanette encourages aspiring women in tech to embrace their unique talents and pursue opportunities with confidence. She highlights the diverse career paths available within technology, urging women to be proud of their

differences and execute with conviction.

Balancing Act: Work-life harmony in tech

Balancing work and personal life in the demanding tech industry requires open communication, organization, and intentional downtime. Jeanette emphasizes the importance of scheduling family time, hobbies, and unplugging during weekends to achieve harmony.

Jeanette Jacobs' journey exemplifies resilience, innovation, and a commitment to fostering diversity in the tech industry. As she continues to lead by example, her story inspires countless women to pursue their dreams in technology.





Mastering the tech landscape

A personal journey

Subhalakshmi Ganapathy's journey into the tech industry was fueled by a childhood fascination with IT's inner workings. From her early days in computer science engineering to her current role as Chief IT Security Evangelist, she's been driven by curiosity and a passion for solving problems. Embracing the dynamic challenges of cybersecurity marketing, Subhalakshmi remains energized by the ever-evolving tech landscape.

Overcoming challenges

As a woman in tech, Subhalakshmi encountered the challenge of navigating a male-dominated field, particularly in cybersecurity. The lack of female role models and mentors initially left her feeling isolated. However, she overcame these obstacles by actively seeking out networks of women in tech and creating her own mentorship opportunities. Today, she's committed to fostering inclusivity and support for future generations of women in the industry.

Unique perspectives & skills

Subhalakshmi believes women in tech bring diverse perspectives that spark innovation and challenge biases. Their resilience and strategic thinking, honed by facing underrepresentation, enable them to navigate complex challenges with agility. Embracing individual strengths within an inclusive environment unlocks the full potential of the tech sector.

Diversity & inclusion in tech leadership

As a leader, Subhalakshmi fosters diversity by creating a safe space where all voices are valued. She actively seeks out diverse candidates and prioritizes inclusive decision-making. By addressing unconscious bias and celebrating diversity, she ensures everyone feels empowered to contribute their unique perspectives.

Exciting emerging technologies

Subhalakshmi finds artificial intelligence, particularly generative AI, to be the most exciting emerging technology. She sees it



Subhalakshmi Ganapathy,
Chief IT Security Evangelist,
ManageEngine

shaping the future by automating tasks, freeing up human workers for higher-level thinking, and enabling seamless global collaboration. However, she emphasizes the importance of proactively preparing for this change to ensure a productive and inclusive future of work.

Influential mentorship: Career impact

Mentorship played a pivotal role in Subhalakshmi's career, offering guidance through both challenges and triumphs. While she initially sought a female mentor, she found valuable insights from a mentor with deep business understanding.

Advice for young women

Subhalakshmi encourages young women

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Rather than defining women solely different to men, their presence in tech broadens the talent pool and sparks innovation through diverse perspectives.

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aspiring to pursue a career in tech to embrace their unique talents and pursue opportunities with confidence. She emphasizes the importance of continuous learning, networking, and seeking out supportive communities.

Balancing Act: Work-life harmony in tech

Achieving work-life harmony in tech requires setting clear boundaries and prioritizing personal well-being. Subhalakshmi leans on the unwavering support of her family and utilizes scheduling tools to ensure dedicated time for family and hobbies. By disconnecting from work outside of office hours, she's able to fully engage with what truly matters in life.





Diversity is not just of gender but in all aspects

A personal journey

Megan Roddie's voyage into the tech realm began with a love for mathematics during her college years at Sam Houston State University. Initially drawn to a mathematics degree, Megan found herself intrigued by the prospect of digital forensics, sparking her interest in the intersection of mathematics and technology. Through graduate school and a transformative cybersecurity internship, Megan forged her path into the cybersecurity domain, where she has thrived ever since.

Overcoming challenges

Navigating the male-dominated tech industry presented its challenges for Megan. Despite encountering a lack of female peers, she persisted, determined to carve her space in the cybersecurity landscape. Through resilience and a commitment to representation, Megan overcame the hurdles, championing diversity and inclusion in her professional endeavors.

Unique Perspectives & Skills: Megan emphasizes the importance of diverse viewpoints in problem-solving within the tech sector. Recognizing the distinct perspectives and skills women bring to the table, she advocates for inclusivity as a catalyst for innovation and success. Her neurodiverse background further enriches her contributions, showcasing the strength found in embracing differences.

Diversity and inclusion in tech leadership

As a leader in technology, Megan prioritizes fostering a culture of diversity and inclusion within her teams. By leading by example and celebrating differences, she creates an environment where individuals feel valued and empowered to contribute their unique perspectives. Through advocacy and representation, Megan paves the way for a more inclusive tech industry.

Exciting Emerging Technologies: Megan finds immense excitement in the evolution of detection engineering and emerging

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Seeing young women confidently leading projects, founding their own startups, and advocating for themselves fuels my belief that the future of tech is female-powered and inclusive.”



Megan Roddie,
SANS Senior Instructor and
Senior Security Engineer at IBM

technologies like AI and Cloud. Recognizing the potential to mitigate cyber threats proactively, she envisions a future where technological advancements enhance cybersecurity measures, safeguarding organizations from malicious attacks.

Influential Mentorship: Career Impact: Mentorship has played a pivotal role in Megan's career journey, with mentors like Heather Mahalik and Amanda Berlin providing guidance and inspiration. Their support and leadership serve as beacons of success, motivating Megan to aspire to greater heights and pay it forward by supporting others in the industry.

Advice for Young Women: To young women aspiring to pursue a career in technology,

Megan offers a simple yet powerful message: follow your passion. Disregard stereotypes and focus on doing what you love, surrounded by supportive networks and mentors who inspire growth and development.

Balancing Act: Work-life harmony in tech

Finding balance in a demanding field like technology requires intentional effort. Megan emphasizes the importance of cultivating hobbies outside of work and setting boundaries to prioritize personal well-being. By dedicating time to non-work-related activities and embracing life beyond technology, Megan maintains a healthy work-life harmony.





Diverse problem-solving approaches and creative solutions by women

A personal journey

Grozdana Maric's journey into the tech industry spans over 25 years, starting in the Software Development Division of a major international banking group in Europe. Her passion for creating positive change through technology led her to pursue opportunities in software development, risk management, and fraud prevention. Maric's transition to SAS, a global leader in Artificial Intelligence and Advanced Analytics, marked a pivotal moment in her career, where she continues to drive innovation and transformational change.

Overcoming challenges

As a woman in the tech field, Maric has faced challenges stemming from underrepresentation and lack of role models. However, she overcame these obstacles by leveraging networking opportunities to build relationships with industry professionals. By fostering connections and seeking mentorship, Maric navigated the tech landscape with determination and resilience.

Unique Perspectives & Skills Maric believes that women bring unique perspectives and skills to the technology sector, including diverse problem-solving approaches, strong collaboration, and communication skills. Their resilience and adaptability in the face of challenges contribute to a more dynamic and inclusive industry.

Diversity and inclusion in tech leadership

As a leader in technology, Maric advocates for diversity and inclusion within her team and organization. She actively supports women and underrepresented groups in technology, striving to create an inclusive environment where everyone can thrive.

Exciting emerging technologies

Maric is particularly enthusiastic about Advanced Analytics and Artificial Intelligence, recognizing their potential to transform industries and address societal challenges. She highlights AI's impact on businesses,



Grozdana Maric,
CFE, Head of Fraud & Security
Intelligence, EMEA Emerging &
Asia Pacific, SAS

healthcare, logistics, and retail, emphasizing its role in driving efficiency and innovation.

Influential mentorship: Career impact

Career Impact Mentorship has played a significant role in Maric's career development, providing guidance and support as she navigated her professional journey. She encourages young women aspiring to enter the tech industry to have confidence in their abilities and embrace continuous learning.

Advice for young women

Maric advises young women pursuing careers in technology to embrace challenges, continuously learn, and stay updated with the latest trends and technologies. She

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Taking care of yourself physically and emotionally is essential for maintaining balance and preventing burnout

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emphasizes the importance of confidence, resilience, and prioritizing self-care in maintaining a balanced work-life harmony.

Balancing Act: Work-life harmony in tech

Work-Life Harmony in Tech Balancing work and personal life in a demanding field like technology requires prioritization, delegation, and boundary setting. Maric underscores the importance of self-care and clear boundaries to prevent burnout and maintain overall well-being.

Grozdana Maric's journey exemplifies resilience, determination, and leadership, inspiring women to pursue careers in technology and drive meaningful change in the industry.





Persistence and motivation are crucial for women in the tech industry

A personal journey

Loubna Imenchal, Head of Africa Middle East Turkey Central Asia, traces her journey into the tech industry with a profound sense of purpose and determination. Her passion for innovation and its practical applications led her to embrace the dynamic world of technology. From the onset, Imenchal recognized the transformative potential of technology in shaping lives and society, propelling her towards a career dedicated to making a positive impact through innovation.

Overcoming challenges

As a woman navigating the male-dominated terrain of the tech industry, Imenchal encountered formidable challenges. Breaking into leadership roles presented a significant hurdle, but she defied norms and shattered glass ceilings at every turn. With unwavering resolve and a market-driven approach, she carved her path from Alcatel North Africa to esteemed positions at Honeywell and Johnson Controls. Imenchal's journey underscores the importance of resilience, support networks, and a relentless pursuit of excellence in overcoming obstacles.

Unique perspectives and skills

Imenchal's ascent in the tech industry is marked by her distinct blend of technical acumen and interpersonal finesse. While her leadership journey may have defied conventional expectations, her commitment to customer-centric innovation and adaptability has set her apart. Embracing diversity and championing collaboration, Imenchal embodies the multifaceted skill set essential for navigating the complexities of modern tech leadership.

Diversity and inclusion in Tech leadership

At Logitech, Imenchal champions diversity, equity, inclusion, and belonging as fundamental pillars of organizational success. Through strategic partnerships with

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Your success in tech hinges on universal factors: your skills, ability to deliver results, and interpersonal understanding.

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initiatives like Girls Who Code, she fosters an environment where varied perspectives thrive, driving innovation and excellence. Imenchal's commitment to fostering inclusivity underscores her vision for a tech industry that celebrates diversity as a catalyst for progress.

Exciting emerging technologies

Imenchal remains at the forefront of emerging technologies, poised to harness their transformative potential. From AI-driven innovations to the Internet of Things, she recognizes the power of technology to revolutionize industries and redefine human experiences. Imenchal's forward-thinking approach ensures that Logitech remains at the vanguard of technological advancement, driving growth and innovation across diverse markets.

Influential mentorship

Throughout her career, Imenchal has valued the guidance and mentorship that empowered her journey. She emphasizes the importance of seeking mentors and allies, forging connections, and advocating for change within the industry. Imenchal's mentorship ethos reflects her commitment to paying it forward, nurturing the next generation of women leaders in technology.



Loubna Imenchal,
Head of Africa, Middle East,
Turkey, Central Asia, Logitech

Career impact advice for young women

Imenchal's advice to young women aspiring to enter the tech industry is rooted in empowerment and resilience. She urges them to defy stereotypes, leverage their skills and unique perspectives, and embrace opportunities for growth and leadership. Imenchal's message resonates with a generation of aspiring women technologists, inspiring them to chart their paths with confidence and conviction.

Balancing Act: Work-Life Harmony in Tech

Imenchal's journey underscores the importance of work-life harmony in navigating the demands of a career in technology. Drawing inspiration from her mother's example, she emphasizes the value of persistence, ethics, and responsibility in achieving balance. Imenchal's holistic approach to leadership serves as a guiding light for women navigating the intersection of career aspirations and personal fulfillment in the tech industry.





Women should step up, act and demonstrate accountability

A personal journey

Simran Bagga's journey into the tech industry is a testament to her resilience and determination. Starting her professional career in publications and academia in India, she transitioned into the ICT world in 1995 with Hewlett Packard. Over the years, she held pivotal roles with renowned tech giants like HP, IBM, and Microsoft, before assuming her current position as Vice President of Omnix Engineering and Foundation Technologies at Omnix International. Her journey reflects a passion for technology and a relentless pursuit of excellence.

Overcoming challenges

Navigating the male-dominated tech industry posed challenges for Bagga, especially in the early '90s. However, her commitment to continuous learning, a 'can-do' attitude, and fostering strong partnerships enabled her to overcome gender discrimination. Despite being outnumbered in many professional settings, Bagga's dedication to delivering exceptional results has been instrumental in earning her respect and recognition.

Unique perspectives and skills

Bagga believes that women bring diverse perspectives and skills to the tech sector. Their ability to empathize, communicate effectively, and collaborate fosters innovative problem-solving and product development. With meticulous attention to detail and a focus on quality assurance, women play a crucial role in ensuring robust and reliable technology solutions. Furthermore, their advocacy for diversity and inclusion drives positive change within tech companies, making them more equitable and inclusive.

Diversity and inclusion in tech leadership

As a leader in the tech industry, Bagga is committed to fostering diversity and inclusion within her organization. She advocates for eliminating bias in hiring processes, closing the gender pay gap, and providing mentorship opportunities for women in technology.



Simran Bagga

Vice President, Omnix Engineering and Foundation Technologies at Omnix International

By actively promoting women's voices and ideas, Bagga strives to create a supportive and inclusive work environment where everyone can thrive.

Exciting emerging technologies

Bagga is excited about the advancements in technologies like Artificial Intelligence, Virtual Reality, Augmented Reality, Blockchain, and drones. These technologies are poised to revolutionize various industries and create new opportunities for innovation and growth.

Influential mentorship: Career impact

Career Impact Bagga emphasizes the importance of mentorship in career development. Mentors play a crucial role in guiding and supporting individuals as they navigate their professional journey. Bagga's own mentors have been instrumental in shaping her career trajectory, and she continues to advocate

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The world of technology is dynamic and continuously evolving and one of the positive outcomes is that women are becoming more important in shaping its future.

”

for mentorship as a catalyst for success.

Advice for young women

Bagga encourages young women aspiring to pursue a career in technology to be continuous learners, embrace challenges, and believe in their potential. By seeking out role models, acquiring relevant skills, and advocating for themselves, women can overcome barriers and excel in the tech industry.

Balancing Act: Work-life harmony in tech

Work-Life Harmony in Tech Maintaining work-life balance is essential in a demanding field like technology. Bagga emphasizes the importance of prioritizing self-care, leisure activities, and personal relationships alongside professional responsibilities. By practicing mindfulness, staying active, and taking time for rejuvenation, individuals can achieve harmony between their personal and professional lives.





Women in tech have a data-oriented and problem-solving mindset

A Personal journey

For Neha, her journey into the tech industry began unexpectedly, propelled by a combination of creativity and entrepreneurship. As a designer and a creative individual, she never anticipated venturing into the realm of technology. However, when she and her husband embarked on the journey of starting their own IT company in India, she found herself embracing the challenge wholeheartedly. Initially daunted by the technical aspects of the business, she soon discovered the symbiotic relationship between design and technology. This realization ignited her passion for learning more about user experience and tech skills, ultimately leading to the development of innovative products like Task Tracker Suite.

Overcoming challenges

As a woman in the tech field, Neha encountered numerous challenges, including the lack of respect and recognition from some male colleagues and clients. Despite facing skepticism and dismissal of her ideas, she remained resilient, leveraging her creativity and expertise to prove her worth. Overcoming these obstacles required empathy, assertiveness, and continuous learning. Through perseverance and determination, she earned the respect and trust of her peers, establishing herself as a successful entrepreneur in a competitive industry.

Unique perspectives and skills

Neha believes that women bring unique perspectives and skills to the technology sector, notably a data-oriented and problem-solving mindset. With the ability to analyze and interpret data effectively, women in tech can identify and address complex challenges, driving innovation and impactful solutions across various domains.

Diversity and Inclusion in tech leadership

As a leader in technology, Neha places a

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Do not doubt yourself, self-belief and confidence are essential, as they can help you overcome the obstacles and barriers that you may encounter ”

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Neha Chandra,
Founder and CEO of
TaskTracker Suite.

strong emphasis on fostering diversity and inclusion within her organization. She recognizes the importance of creating an inclusive environment that values diverse perspectives and experiences, believing that diversity fuels innovation and success in the tech industry.

Exciting emerging technologies

Neha finds emerging technologies like the Internet of Things and the Metaverse particularly exciting, envisioning their transformative potential across various sectors. However, she remains mindful of the challenges, such as data privacy and security, associated with these technologies.

Influential mentorship

Throughout her career, Neha has benefited from mentorship, which has played a significant role in her personal and professional growth. Mentors have provided guidance, support, and valuable insights, empowering her to overcome obstacles and achieve her goals.

Career impact advice for young women

For young women aspiring to pursue a career in technology, [Name] offers invaluable advice: Believe in yourself and your abilities. Despite facing challenges and stereotypes, self-belief and confidence are essential for overcoming obstacles and achieving success in the tech industry.





Women are equally capable, and confidence is key to success

A personal journey

Sherifa Hady, VP & General Manager EMEA Sales at HPE Aruba Networking, traces her 34-year journey in the tech industry back to a drive to create technology with a positive impact. While she hasn't yet designed a 'world-changing' product, her alignment with HPE Aruba Networking's mission to advance how people live and work fuels her passion for technology.

Overcoming challenges

Throughout her career, Hady faced gender-based discrimination, with two multinational companies refusing to employ her due to her gender. Despite these setbacks, she remained steadfast in her belief in equal opportunities for all. Empowering women has always been a cause close to her heart, driving her to create a world where everyone, regardless of gender, has equal opportunities to succeed.

Unique perspectives and skills

Hady believes that having female decision-makers in the technology sector is crucial for understanding the needs of women in the field. As a female leader, she brings a unique perspective to the table, advocating for greater female representation in decision-making processes to enhance both professional and personal lives.

Diversity and inclusion in Tech leadership

As a member of HPE's global inclusion and diversity ambassador program, Hady prioritizes creating an inclusive environment. She emphasizes the importance of inclusivity through training sessions, mentorship programs, and setting targets for female representation in management. Hady actively includes female interviewers and candidates to ensure diverse perspectives in hiring processes.

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No one will hand it to you on a silver platter; it's up to you to chart your path.

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Sherifa Hady,
VP & General Manager
EMEA Sales, HPE
Aruba Networking

Exciting Emerging Technologies

Hady finds AI particularly intriguing and emphasizes its role in enhancing work rather than replacing jobs. At HPE, she highlights the importance of edge-to-cloud computing and the significance of data generated at the edge, often leveraging AI technologies for processing.

Influential mentorship career impact

Hady spearheaded the creation of the HPE Empower Me group in Dubai, fostering mutual support and empowerment among women in the region. Through mentorship and support mechanisms, she addresses pivotal life milestones while navigating career progression.

Career impact advice for young women

Hady encourages aspiring women leaders to take ownership of their careers, be transparent about their aspirations, and excel in their current roles. She emphasizes the importance of confidence and vocalizing career desires to pave the way for growth and advancement.

Balancing Act: Work-Life harmony in tech

Hady acknowledges the importance of finding a balance between work and personal life. Through initiatives like the HPE Empower Me group, she creates a supportive environment for women to discuss strategies for professional growth while navigating life's challenges.





Message of empowerment for women

In a candid conversation with Shaista, a seasoned professional with nearly two decades of experience in the tech industry, we delve into her journey, challenges, and triumphs. Shaista's story reflects the resilience and determination of women navigating through male-dominated sectors.

Discovering Dubai: A journey of opportunity

Shaista's journey began in Bangalore, India, where she pursued her education before serendipitously landing in Dubai for what was supposed to be a holiday. Little did she know, Dubai would become her home for the next two decades. Drawn to the city's vibrancy and the promise of opportunities, Shaista embarked on a career in the tech industry, defying stereotypes and societal expectations.

Breaking Barriers: Thriving in a male-dominated industry

Shaista's foray into the tech industry was met with skepticism and gender biases. In an era when women were often relegated to marketing or administrative roles, Shaista dared to challenge the status quo. Encouraged by supportive mentors and driven by a desire to push her limits, she carved a niche for herself in sales—a domain traditionally dominated by men.

Tech innovation: Embracing challenges and growth

Embracing the ever-evolving landscape of technology, Shaista found herself at the forefront of innovation. From on-prem data centers to hybrid multi-cloud solutions, she witnessed firsthand the rapid transformation of the tech industry. Despite initial apprehensions, Shaista embraced the challenges, leveraging her creative thinking and problem-solving skills to make a meaningful impact.

Empowering Women: Championing diversity and inclusion

As a trailblazer in her field, Shaista advocates

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As a leader, I strive to foster an environment where collaboration thrives, bridging the gap between client expectations and the creative process.

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for gender diversity and inclusion in the tech sector. Recognizing the unique perspectives and strengths that women bring to the table, she emphasizes the importance of mentorship and support networks in fostering career growth. Shaista's story serves as a beacon of hope for aspiring women technologists, inspiring them to pursue their passions and defy societal expectations.

Balancing act: Navigating career and motherhood

For Shaista, striking a balance between her career and family responsibilities has been a formidable yet rewarding endeavor. As a mother and a leader, she emphasizes the importance of setting clear priorities and boundaries. Through effective communication



Shaista Ahmed,
Director- Channel, OEM-
Alliances & Distribution
- Emerging Markets at
Nutanix

and collaboration with her partner, Shaista has managed to thrive in both professional and personal spheres, setting an example for women striving to excel in their careers while nurturing their families.

A message of empowerment:

Shaista's journey is a testament to the resilience, determination, and unwavering spirit of women in technology. Her story serves as a reminder that with courage, perseverance, and a supportive community, women can overcome barriers, shatter stereotypes, and carve their own paths to success in the dynamic world of technology. As Shaista continues to inspire and empower others, her legacy of empowerment and resilience will continue to resonate for generations to come.





Marketing adventures with Astrid Kechichian

Launching into discovery

From Intern to Marketing Maven Embarking on an internship ignited a spark within her, unraveling a deep-seated passion for the world of marketing. As she explored into the intricacies of promoting products and influencing consumer behavior, she realized that marketing held the key to unlocking endless possibilities in the business realm.

Making waves for good

Guided by an unwavering commitment to societal impact, she set sail across various sectors, including the realms of MedTech and cybersecurity. With each venture, she sought not only to market products but also to contribute meaningfully to the betterment of society. Whether it was enhancing healthcare solutions or bolstering cybersecurity measures, her compass remained steadfast.

Riding the waves of change

Marketing's Evolution as the tides of technology and consumer preferences shifted, she found herself amidst a sea of change in the marketing landscape. Witnessing the exponential growth of social media platforms and the paradigm shift towards customer-centric strategies, she adapted her sails to harness the winds of change, embracing new methodologies and approaches to stay ahead of the curve.

Guiding women towards success

Advice for aspiring women, she offers words of wisdom gleaned from her own experiences. She encourages aspiring marketers to seize every opportunity that comes their way, to embrace calculated risks, and to remain vigilant in staying abreast of emerging trends and technologies. Just as a skilled navigator charts their course, she advises them to plot their career trajectories with purpose and determination.

Leading with Vision

Navigating with purpose as a leader in the marketing arena, she understands the



Astrid Kechichian,
EMEA Marketing Manager,
BeyondTrust

importance of steering her team with clarity and purpose. Balancing creativity with strategic thinking, she guides her team towards new possibilities, inspiring them to push boundaries and innovate in their approach. With a clear vision and a steady hand on the helm, she ensures that her team is driven towards success with unwavering resolve.

Lessons from the expert's journey

Lessons from memorable campaigns reflecting on the challenges faced during memorable campaigns, she draws inspiration from navigating through stormy conditions, such as the unprecedented challenges posed by the COVID-19 pandemic. Despite the turbulent conditions, she and her team displayed resilience and adaptability.

Building a team of champions

Strategies for success in building and managing

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Building and managing high-performing teams is anchored in effective communication, shared learning, and championing individual strengths.

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her team, she prioritizes communication, collaboration, and continuous learning. By championing individual strengths and fostering a culture of trust and empowerment, she cultivates a high-performing crew capable of weathering any storm. With each team member playing a vital role in the voyage, they navigate towards success as a united front.

Her Mantra for success

Making waves in Marketing as she continues her journey through the ever-changing seas of marketing, she remains committed to harnessing innovation, adaptability, and empathy to chart a course towards success. With each new challenge and opportunity that arises, she sets her sights on making waves that leave a lasting impact on the industry and beyond, navigating towards a brighter future for herself and her team.





A journey of innovation and inspiration

Launching into discovery

A passion for marketing awakens her marketing voyage commenced in 2009 as a marketing manager at NVIDIA's distributor. Over the years, she felt the pulse of NVIDIA's tech marvels and transitioned into her current role as the Head of Marketing, steering the ship across the Middle East, Turkey, and CIS countries. Her love for NVIDIA's groundbreaking innovations fuels her journey.

Making waves for good

Inspired by tech marvels driven by her love for technology and innovation, she found her calling in marketing. Beginning her career in the tech industry, she was drawn to NVIDIA's revolutionary advancements over a decade ago. Today, as the head of marketing at NVIDIA, she is fueled by the company's vision to shape the future of technology in the region.

Riding the waves of change

The evolution of marketing in her marketing journey, she's witnessed the winds of change sweep through the marketing landscape. Digital channels, influencer marketing, and AI integration have emerged as powerful forces, shaping her strategies for impactful campaigns across the region.

Navigating Challenges, embracing opportunities in today's marketing realm, challenges loom large in the digital maze, but opportunities abound in AI, data analytics, and personalized campaigns. She thrives by embracing innovation and authenticity, steering through the dynamic waves of the industry.

Guiding women to success

Empowering marketers as a leader, she offers pearls of wisdom to aspiring women marketers. She urges them to embrace their passion, network, and take calculated risks. Authenticity and integrity are her guiding stars in the ever-changing marketing galaxy. Leading with a

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My advice for aspiring women is to embrace your passion, stay curious, build strong networks, and believe in yourself”

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Chantelle Tavid

Head of Marketing
MENAT NVIDIA

blend of creativity and strategy, she fosters innovation while staying anchored to clear objectives. With a data-driven approach, she navigates her team towards measurable impact and continual improvement.

Lessons from the expert's journey

Lessons from the field reflecting on past campaigns, she recalls the launch of a Graphics Card series. Limited resources didn't deter her; strategic partnerships and meticulous planning propelled the campaign to success, teaching her the value of collaboration and agility.

Connecting with Diverse Audiences: Strategies for Success Understanding diverse audiences is key to her campaigns. Through research, diversity within her team, and inclusive language, she ensures her messages

resonate with all. Continuous feedback and adaptation refine her approach.

Building a team of champions

Strategies for Success Her recipe for a high-performing team includes diversity, continuous learning, clear communication, and empowerment. Collaboration across departments fosters alignment and success in her marketing endeavors.

Thriving in the age of technology: Her path to success

Innovating with Integrity In the era of AI, she advocates for leveraging its potential while retaining the human touch. Genuine connections and empathy remain at the heart of her marketing strategies, ensuring authenticity in every campaign.





Kindling a passion in marketing

Launching into discovery

Her journey into marketing commenced unexpectedly amidst a transformative shift in her workplace's communication strategies. Witnessing the profound impact marketing wielded in reshaping perceptions and fostering connections, she found herself captivated by its potential. This moment sparked a curiosity that would eventually burgeon into an enduring passion for the dynamic world of marketing.

Riding the waves of change

Following a stint in hospital marketing, she embarked on a quest for broader horizons, delving into the realms of Business Development. However, the tumultuous tides of the global pandemic prompted a reevaluation of her professional trajectory. Embracing uncertainty, she embraced a new chapter by joining PROVEN Arabia, where she discovered a canvas ripe with storytelling opportunities and creative endeavors.

Making waves for good

Fueled by an insatiable thirst for knowledge and a fervent zeal for leadership, her tenure at PROVEN Arabia became a crucible for growth and self-discovery. As she navigated the complexities of leadership, she found herself inspired by the organization's culture of innovation. Together with her team, she embarked on a journey of exploration and experimentation, fueled by a shared commitment to excellence.

Riding the waves of change

Amidst the rapid evolution of technology, she perceived not a threat but an opportunity to amplify creativity and efficiency in marketing endeavors. By harnessing the power of tech tools and AI-driven insights, she crafted personalized, impactful strategies that resonated deeply with audiences.

Guiding women to success

As a torchbearer for women in marketing, she imparted invaluable wisdom to aspiring professionals: to dream big, stay curious, and embrace every opportunity for growth. Believing in the power of creativity, resilience,



Leandra Meintjes

Chief Marketing Officer at
proven 360

and authenticity, she paved the way for a new generation of trailblazers to leave their mark on the industry.

In her role as a leader, she nurtured an environment where creativity and strategy thrived in harmony.

Lessons from the expert's journey

Reflecting on memorable campaigns, she gleaned invaluable insights into the power of creativity and humor in capturing audience attention. These experiences underscored the importance of thinking outside the box and embracing spontaneity in marketing endeavors, leaving an indelible mark on her professional journey.

Ensuring resonance with diverse audiences became a cornerstone of her approach to marketing.

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Success in marketing often involves collaboration. Be a great team player, fostering positive relationships with colleagues

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Building a team of champions

Central to her leadership philosophy was the cultivation of high-performing teams. By empowering team members, fostering a culture of collaboration, and prioritizing continuous learning, she enabled her team to achieve their full potential and drive impactful results.

Thriving in the age of technology: Her path to success

As she looks towards the future, she remains steadfast in her commitment to innovation, creativity, and excellence. Embracing the dynamic nature of the marketing landscape, she stands ready to embark on new adventures, forge new connections, and leave an enduring legacy in the ever-evolving world of marketing.





Marketing journey, trends, and insights

Launching into discovery

In the vibrant world of marketing, every professional has a unique story to tell. One such journey is that of a Tara Tyan who embarked on a path filled with twists, turns, and exhilarating discoveries. Starting from humble beginnings as an intern in an advertising agency, she soon realized that her true calling lay beyond the confines of agency life.

Making waves for good

Inspiration often strikes unexpectedly, and for our intrepid marketer, it came in the form of a dynamic manager with an infectious enthusiasm for communications and PR. Tasked with maintaining operations in her manager's absence, she found herself delving into the realm of product marketing, a pivotal moment that set the course for her professional journey.

Riding the waves of change

As the marketing landscape evolved, so too did her journey. From the rudimentary beginnings of the digital revolution to the hyper-connected world of today, she bore witness to the seismic shifts that reshaped the industry. Trends came and went, technologies advanced, and consumer behaviors evolved, but through it all, one constant remained – the relentless pursuit of innovation.

Guiding women to success

As a leader in marketing, she is a staunch advocate for diversity and inclusion. Recognizing the unique challenges faced by women in the industry, she offers sage advice for aspiring female marketers looking to make their mark. With a growth mindset, a thirst for learning, and a willingness to think outside the box, she believes that women can excel in the dynamic and ever-changing world of marketing.

Lessons from the expert's journey

Throughout her career, she has been involved in

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I believe in the power of collective creativity, seeing it as a rocket fuel for perspective and productivity. In our team, brainstorming isn't just a meeting; it's an exploration mission. I encourage every team member to unleash their ideas. ”

countless memorable campaigns, each offering valuable lessons and insights. One standout campaign was the global celebration of Saxo Bank's 30th anniversary, a feat that required adaptability, stakeholder management, and a keen understanding of diverse markets. Through meticulous planning, effective communication, and strong leadership, the campaign was a resounding success, underscoring the importance of teamwork, collaboration, and resilience in the face of challenges.

Building a team of champions

At the heart of every successful marketing campaign is a high-performing team. For Tara, building and managing such a team requires a delicate balance of challenge and support. By encouraging collaboration, fostering

innovation, and championing diversity, she creates an environment where ideas thrive, and individuals flourish. Through her leadership, she empowers her team to achieve their full potential, driving results that exceed expectations.

Thriving in the age of technology: Her path to success

As the marketing landscape continues to evolve, Tara looks to the future with optimism and excitement. With AI-driven technologies revolutionizing the industry, she sees boundless opportunities for innovation and growth. By embracing AI as a tool for amplifying creativity, efficiency, and impact, she believes that marketers can unlock new possibilities and achieve unprecedented success.



Tara Tyan,

Head of Mission Control & Marketing, MENA, Saxo Bank





A journey through the dynamic world of marketing

Launching into discovery

Her journey commenced at university, where she delved into the intricacies of Business Administration and Marketing. Through hands-on internships and practical experiences, she gained invaluable insights, laying a solid foundation for her future endeavors. Further studies in Marketing, Management, Communications, and Media, along with certifications in digital marketing tools, propelled her career to new heights.

Making waves for good

Driven by a deep fascination for storytelling and its impact on emotions and decisions, she found her calling in marketing. The ability to forge connections between brands and audiences ignited her passion for innovation and creativity, setting her on a path of continuous learning and exploration.

Riding the waves of change

Over the years, she witnessed the transformative effects of emerging technologies on the marketing landscape. From artificial intelligence to augmented reality, these innovations presented both challenges and opportunities, prompting her to stay vigilant and adaptive in the face of evolving trends and regulations.

Challenges and opportunities in modern marketing

In today's marketing landscape, she identifies key challenges such as navigating digital transformations and ensuring data privacy compliance. Yet, amidst these challenges lie significant opportunities, including targeted marketing leveraging data insights and fostering authentic connections through engaging content and social media.

Guiding women to success

As a leader in the field, she is committed to empowering aspiring women to make their mark in the industry. She advocates for leveraging unique perspectives, continuous



Sirin Akrouk,
Marketing Manager, UAE,
Pure Storage

“

Building and managing a high-performing marketing team requires a strategic and multifaceted approach.

”

learning, and vocal advocacy to drive innovation and change.

Lessons from the expert's journey

Having spearheaded numerous successful marketing campaigns, she emphasizes the importance of meticulous planning, data-driven decision-making, and agility in adapting strategies based on real-time feedback and market dynamics.

Building a team of champions

To resonate with diverse audiences, she prioritizes inclusivity in both content and team

composition. By fostering a collaborative culture and providing opportunities for growth and mentorship, she ensures the success of her high-performing marketing team.

Thriving in the age of technology: Her path to success

In the era of AI-driven marketing, she advocates for innovation, strategic data usage, and a focus on human-centric experiences. By staying agile and customer-centric, she believes brands can gain a competitive edge in the ever-evolving digital landscape.





Nurturing connections and driving innovation

Launching into discovery

Her journey began in 2013 when she graduated with a degree in Hotel and Restaurant Management from the Philippines and embarked on a new chapter in Dubai at the age of 21. Starting as a hostess at a prestigious luxury resort, she quickly rose through the ranks, fueled by a thirst for growth and a commitment to supporting her family back home. It was during her tenure as the Founder and CEO's Executive Secretary at Leva that her trajectory took a transformative turn.

Making waves for good

Under the guidance of visionary leaders, including JS Anand, the Founder and CEO, she discovered her passion for marketing and embraced it wholeheartedly. With a focus on attitude over skills, she embarked on a journey of continuous learning and growth, leveraging every opportunity to expand her knowledge and expertise. Through training programs and courses at e-Cornell University, she honed her skills in brand management, digital marketing, and strategic communication, laying the foundation for a successful career in marketing.

At Leva, she played a pivotal role in shaping the brand's identity and driving its strategic growth initiatives. From overseeing brand communications to managing online reputation, she demonstrated a keen understanding of consumer behavior and market trends, positioning Leva as a leading player in the hospitality industry. Her leadership and innovative approach were instrumental in achieving accolades such as the number 1 ranking on TripAdvisor, cementing Leva's reputation as a trailblazer in the industry.

Lessons from the expert's journey

Reflecting on the evolution of the marketing landscape, she emphasizes the importance of authenticity, purpose-driven communication, and human-centric principles. In an era dominated by technology and data analytics, she believes in striking a balance between

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In the realm of hospitality, the key lies not in making a monumental impact but rather in understanding your target audience

”

automation and human intuition, leveraging AI as a supportive tool to enhance efficiency and effectiveness.

Guiding women to success

As a leader, her message to aspiring marketers is clear: follow your passion, embrace innovation, and stay rooted in human-centric values. By nurturing genuine connections, fostering a culture of collaboration, and embracing the power of storytelling, she continues to drive innovation and shape the

future of marketing in Dubai.

Her path to success

In a world where creativity meets strategy, her journey serves as an inspiration to all, a testament to the transformative power of passion, perseverance, and unwavering dedication. As she continues to push boundaries and pave the way for future generations, her legacy will endure as a beacon of excellence in Dubai's dynamic marketing landscape.



Daryll Diagro
Marketing Manager for
LEVA Hotels





Stay updated on industry trends through continuous learning

Launching into discovery

In her fifteen-year journey through the marketing landscape, she has witnessed the evolution of the industry firsthand. Beginning during the era of traditional marketing methods, she embarked on a voyage of discovery, navigating through the shifts from analog to digital media and embracing the transformative power of technology. Her journey has been marked by a commitment to growth, innovation, and continuous learning, propelling her to the forefront of Dubai's dynamic marketing scene.

Making waves for good

Among the highlights of her career is her involvement in impactful marketing campaigns, including Trade To Care with the Egyptian Food Bank. This campaign exemplified the power of purpose-driven marketing, transcending traditional brand promotion to make a meaningful difference in the community. By fostering partnerships and leveraging corporate social responsibility.

Riding the waves of change

Reflecting on the evolution of the marketing landscape, she acknowledges the seismic shifts from Marketing 1.0 to 3.0. From product-centric to customer-centric strategies, and now to a focus on morality and civic duty, the industry has undergone significant transformation. Embracing trends like AI, she navigates the ever-changing landscape with agility and adaptability, recognizing the potential for technology to revolutionize marketing strategies.

Guiding women to success

As a leader in marketing, she is passionate about empowering aspiring women to make their mark in the industry. Emphasizing the importance of embracing uniqueness, building networks, continuous learning, and resilience, she offers valuable advice for navigating the dynamic and sometimes challenging landscape of marketing. Through mentorship, advocacy,



Liz James,
Global Head of Marketing at
CPT Markets

and collaboration, she strives to foster a more inclusive and diverse marketing community, inspiring women to contribute their talents and perspectives to the field.

Lessons from the expert's journey

Drawing from her wealth of experience, she shares invaluable insights into the key challenges and opportunities in contemporary marketing. From data privacy and security to the rise of AI and the global market, she navigates obstacles with resilience and creativity, leveraging personalization, social media, and ethical marketing to drive success.

Building a team of champions

At the heart of her success lies a high-performing marketing team, built on a foundation of trust, communication, and collaboration. By fostering creativity, setting clear goals, supporting

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My leadership approach is to have a balanced and adaptable strategy. It is key to foster a creative culture within the team to encourage freedom for exploration and innovative thinking.

”

professional development, and recognizing achievements, she cultivates a positive work environment where team members are empowered to excel.

Thriving in the age of technology: Her path to success

Her Path to Success: In an era defined by technological advancements and AI, she embraces innovation while staying true to human-centric values. By harnessing the power of AI responsibly and ethically, she navigates the complexities of the modern marketing landscape, leveraging technology to enhance efficiency and effectiveness. With a keen focus on personalization, authenticity, and social responsibility, she continues to drive meaningful connections and make a lasting impact in Dubai's vibrant marketing scene.





Foster an environment where collaboration thrives

Launching into discovery

Embarking on a journey fueled by childhood curiosity and a fascination with communication dynamics, Sasha found herself drawn to the world of marketing. Growing up in India amidst a burgeoning market, she was captivated by the influence of advertisements and the psychology behind consumer behavior. Pursuing studies in visual communication, she set out to unravel the mysteries of effective advertising, eventually discovering her passion for the strategic aspects of marketing.

Making waves for good

Throughout her career, she has had the privilege to work on campaigns that transcend traditional marketing goals, making waves for good in society. One notable example is the Rush Gaming Festival, where she leveraged the burgeoning gaming industry to promote inclusivity and engagement among diverse audiences. By fostering a sense of community and belonging, she spearheaded initiatives that left a positive impact in the gaming sphere.

Riding the Waves of Change

Adapting to the evolution of the marketing landscape has been a hallmark of Sasha's journey. From the advent of digital marketing to the rise of social media and gaming integration, she has embraced emerging trends and technologies to stay ahead in this dynamic field. By riding the waves of change, she continues to innovate and shape the future of marketing.

Guiding women to success

As a leader in marketing, she is deeply committed to empowering aspiring women to excel in the industry. Through mentorship, advocacy, and fostering a culture of inclusivity, she creates pathways for women to thrive in marketing roles. By championing diversity and embracing unique perspectives, she unlocks new opportunities and drives innovation in the marketing landscape.

Lessons from the Journey

Her journey in marketing has been marked by

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As a leader, I strive to foster an environment where collaboration thrives, bridging the gap between client expectations and the creative process.

”



Sasha La'Brooy,
Senior Project Manager at
Gamers Hub Media Events

a relentless pursuit of knowledge, adaptability, and a commitment to excellence. From navigating client management to orchestrating large-scale campaigns, each experience has imparted invaluable lessons in leadership, strategy, and creativity. By embracing change and harnessing the power of marketing for meaningful impact, she continues to shape the future of the industry.

Building a Team of Champions

Recognizing that a high-performing marketing team is essential for success, she fosters a culture of collaboration, innovation, and continuous learning. Through strategic recruitment, professional development initiatives, and effective communication, she builds a team capable of driving impactful results and exceeding expectations.

Thriving in the Age of Technology: Her Path to Success

In today's digital age, technology plays a pivotal role in marketing. From AI-driven analytics to personalized messaging and immersive experiences, technology offers unparalleled opportunities for innovation and efficiency. By embracing the latest trends and leveraging emerging technologies, our protagonist charts a path to success in the ever-evolving landscape of marketing.

As she continues on her journey of discovery and innovation, our protagonist remains committed to harnessing the power of creativity, strategy, and technology to make a lasting impact in the world of marketing. Together, let us ride the waves of change, empower women to succeed, and shape the future of marketing for generations to come.





Empowering women, and embracing innovation

Launching into discovery

Marwa's journey into marketing began amidst the chaos of war-torn Beirut, where she found solace and inspiration in TV commercials. The move to the UAE opened new horizons, fueling her fascination with marketing through exposure to various media channels and her parents' journalistic backgrounds. Enrolling in a Marketing and Management degree program solidified her path, igniting a determination to become a versatile marketer capable of promoting any product or service.

Making waves for good

Throughout her career, Marwa has been driven by a desire to make a positive impact. One notable campaign was Al Masaoood Group's sponsorship of the Special Olympics World Games in Abu Dhabi. Beyond brand visibility, the initiative focused on celebrating people of determination, fostering unity, and showcasing Abu Dhabi as a hub for global events. This experience taught Marwa the power of community engagement and meaningful storytelling in marketing.

Riding the waves of change

Marwa has witnessed firsthand the evolution of the marketing landscape, particularly in the Middle East. From traditional media to digital platforms, she has adapted her strategies to leverage emerging trends such as e-commerce, influencer marketing, and user-generated content. Despite the rapid pace of change, Marwa remains confident in her ability to navigate the dynamic industry landscape.

Guiding women to success

As a female leader in marketing, Marwa advocates for women's empowerment and encourages aspiring professionals to embrace confidence, resilience, and adaptability. She emphasizes the importance of continuous learning, challenging stereotypes, and creating opportunities for women to excel in a competitive industry.

Lessons from the Expert's Journey:



Marwa Kaabour,
Group Head of
Marketing and Corporate
Communication at Al-
Masaoood Group

Marwa's journey has been marked by diverse experiences, from agency roles to client-side positions. Each step has reinforced her belief in the importance of creativity, strategic thinking, and ethical marketing practices. She remains committed to fostering a culture of collaboration, innovation, and inclusivity within her teams.

Building a Team of Champions: Marwa prioritizes creating a supportive and inclusive work environment where team members feel valued and motivated. By encouraging open communication, setting clear goals, and providing opportunities for professional

“

Key challenge that we are constantly having to navigate is that of privacy, ethics, and integrity.

”

growth, she cultivates high-performing teams capable of delivering innovative and impactful marketing campaigns.

Thriving in the age of technology: Her path to success

Marwa embraces the potential of AI to enhance marketing strategies. While acknowledging the importance of human creativity and collaboration, she recognizes the value of AI in analyzing data, understanding consumer behavior, and driving efficiency. By embracing AI responsibly, Marwa continues to thrive in an ever-evolving industry, leading her team to success.



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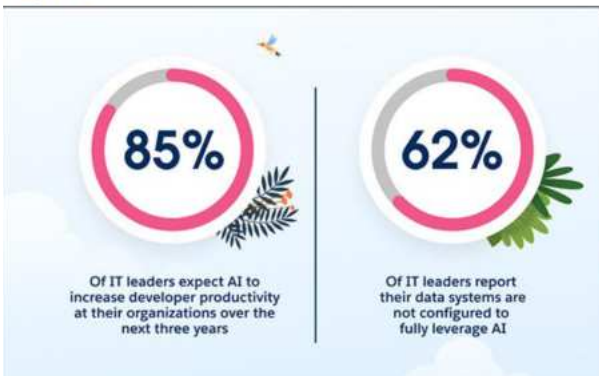
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Nutanix appoints Reshma Naik as Director of Systems Engineering, Emerging Markets

Nutanix announced that IT industry veteran Reshma Naik has been appointed Director of Systems Engineering, Emerging Markets. Reshma will report directly to Paulo Pereira, VP, Systems Engineering, EMEA and will oversee the expanding team of systems engineers in emerging markets.

The Systems Engineering team is dedicated to delivering pre-sales consulting, offering technical guidance, and providing support to customers and channel partners. Collaborating closely with the sales teams, these systems engineers offer recommendations and design optimal solutions for customers, leveraging Nutanix's extensive portfolio.

Speaking about her appointment, Paulo Pereira, VP Systems Engineering for EMEA at Nutanix, comments, "Reshma's dedication to technology, customer advocacy, and the creation of effective, empowered teams that find joy in their hard work and bring value is truly commendable. As Nutanix looks to make further strides in Emerging Markets, Reshma's extensive experience in technical management positions, coupled with her keen business acumen will prove highly advantageous to the company in capitalizing on various market opportunities, introducing innovation and enhancing customer satisfaction."



Reshma Naik, Emerging Markets Director of Systems Engineering, Nutanix

SAP elevates Marwan Zeineddine to Managing Director for UAE operations



Marwan Zeineddine as the new Managing Director for SAP

SAP has appointed Marwan Zeineddine as the new Managing Director for its UAE operations. With more than 24 years of technology and digital experience and having held senior roles across SAP since 2012, Zeineddine will be focused on supporting the digital transformation and AI capabilities of companies in the Emirates.

"The UAE is a hugely significant market for SAP, and I am confident that Marwan Zeineddine is the ideal person to support public and private sector enterprises during this exciting period of rapid digital transformation and the evolution of business AI, which will have an enormous impact on all industries," said Sergio Maccotta, Senior Vice President of SAP Middle East and Africa – South, to whom Zeineddine will report directly. "With his hands-on experience across all areas of our business, from software development and project management, to outsourcing and sales, Marwan fully understands the needs of the market, and is an inspiring team leader."

Immediately prior to his promotion, Zeineddine was SAP's Executive Director of Strategic Industries in the UAE, a position he held since 2019, and prior to that, he held senior regional roles at LinkedIn and BSH.

Barracuda expands leadership with Nell O'Donnell, Chief Legal Officer and Kim Mota, Chief HR Officer



(L-R) Nell O'Donnell, Chief Legal Officer and Kim Mota, Chief Human Resources Officer at Barracuda

Barracuda Networks, announced Nell O'Donnell as its new Chief Legal Officer and Kim Mota as its new Chief Human Resources Officer. Both leaders bring extensive years of executive leadership experience to Barracuda, with successful track records of leading companies through business growth and expansion.

As Chief Legal Officer, Nell is a seasoned general counsel with a wealth of experience in the areas of cloud technology and data security. Nell comes to Barracuda from her recent role as SVP, Chief Legal Officer at ServiceMax acquired by PTC. She has also served as SVP, General Counsel for McAfee and Brocade.

As Chief Human Resources Officer, Kim brings extensive experience in human resources leadership where she has successfully managed global teams in multi-site enterprises of varying sizes. Kim joins Barracuda most recently from Integrated Device Technology acquired by Renesas Electronics Corporation where she led the worldwide Human Resources function. Prior to that she held HR leadership roles at Poly acquired by HP.

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