

DAVID B. JONES      SOPHIE LE RAY      RADHIKA PUNSHI

# GAME CHANGERS

How Women in the Arab World Are Changing the Rules and Shaping the Future



## ABOUT THE BOOK

**THE ARAB WORLD IS CHANGING** before our eyes. From its geographical relevance as a trade centre and business hub to its increasing financial influence on the world, it is experiencing a twenty-first century business renaissance. However, the most important change has been in its emerging female population.

*Game Changers: How Women in the Arab World Are Changing the Rules and Shaping the Future* showcases the transformative power of having women in the workforce across the region. The first book of its kind, it lends a powerful voice to the challenges and successes of women in the Arab world. David B. Jones, Sophie Le Ray and Radhika Punshi address commonly held stereotypes and myths surrounding this subject, and provide a bold but balanced view on actions that governments, organizations and individuals can take to support greater gender diversity and inclusion at work.

The unique narrative of this book, backed by relevant research and complemented by inspiring interviews with leaders in the region, sheds light on the past, present and future role of women in the Arab world. Through *Game Changers*, it is easy to understand why the ongoing inclusion of women in workplaces is no longer just the 'right' thing to do, but also the 'smart' thing to do.



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## ABOUT THE AUTHORS

**DAVID B. JONES** is the co-founder and chief executive officer of The Talent Enterprise, the region's premier human capital 'think' and 'do' tank. With a background in labour market economics, David has over twenty-five years of experience in consulting and HR across Europe and the Middle East. He is a senior adviser to the policymakers and business leaders on strategic human capital issues and challenges, and has lived and worked in Dubai for over eighteen years.

**SOPHIE LE RAY** is the co-founder and chief executive officer of Naseba, a business facilitation expert in emerging markets. With over twenty years of experience in producing and organizing business conferences around the world, Sophie started a PR career in France, then moved to London and built her career in B2B conference production. She is also the founder and spokesperson for the Women in Leadership Economic Forum, a socio-economic platform that promotes gender diversity in leadership positions.

**RADHIKA PUNSHI** is the co-founder and managing director of The Talent Enterprise. As an organizational psychologist and HR professional with over fifteen years of experience in the GCC region, she is an expert on local talent development, with an emphasis on gender and youth inclusion. With an Ivy League education and two master's degrees in organizational behaviour and psychology, Radhika is the first person from the MENASA region to be awarded a degree in positive psychology.

## LIST OF FEATURED INTERVIEWEES

<b>Maha Al Ghunaim</b>	Group Chief Executive Officer, Global Investment House
<b>Dr Natasha Ridge</b>	Executive Director, Sheikh Saud bin Saqr Al Qasimi Foundation for Policy Research
<b>Badr Jafar</b>	Managing Director, Crescent Group, and Founder, Pearl Initiative
<b>Moritz Hartmann</b>	General Manager, Roche Diagnostics Middle East
<b>Liliane Kanaan</b>	Country Manager, Roche Diagnostics Middle East, Egypt
<b>Sofana Dahlan</b>	Founder and Chief Executive Officer, Tashkeil
<b>Leila Hoteit</b>	Partner and Managing Director, Boston Consulting Group
<b>Maysoun Ramadan</b>	Communications Manager, Roche Diagnostics Middle East
<b>Muna Abusulayman</b>	Partner, Glowork and Co-Founder, Meedan.com
<b>Donna Sultan</b>	Chief Executive Officer, KEO International Consultants



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<b>Manal Al Bayat</b>	Principal, HEADSTART Consultancy, and Vice President of Engagement, Expo 2020 Dubai
<b>Raja Easa Al Gurg</b>	Managing Director, Easa Saleh Al Gurg Group
<b>Noor Sweid</b>	Partner, Leap Ventures
<b>Farah Al Qaissieh</b>	Founder, Stutter UAE, and Founder, Discover AE
<b>Raha Moharrak</b>	Adventurer and Mountaineer
<b>Khalid Alkhudair</b>	Founder and Chief Executive Officer, Glowork

## ABOUT ROCHE

**HEADQUARTERED** in Basel, Switzerland, Roche is a leader in research-focused healthcare with combined strengths in pharmaceuticals and diagnostics. Roche is the world's largest biotech company, with truly differentiated medicines in oncology, immunology, infectious diseases, ophthalmology and neuroscience. Roche is also the world leader in in-vitro diagnostics and tissue-based cancer diagnostics, and a frontrunner in diabetes management. Roche's personalised healthcare strategy aims at providing medicines and diagnostics that enable tangible improvements in the health, quality of life and survival of patients. Founded in 1896, Roche has been making important contributions to global health for more than a century. Twenty-four medicines developed by Roche are included in the World Health Organisation Model Lists of Essential Medicines, among them life-saving antibiotics, antimalarial and chemotherapy. In 2014, the Roche Group employed 88,500 people worldwide, invested 8.9 billion Swiss francs in R&D and posted sales of 47.5 billion Swiss francs. Genentech, in the United States, is a wholly owned member of the Roche Group. Roche is the majority shareholder in Chugai Pharmaceutical, Japan. For more information, please visit [www.roche.com](http://www.roche.com).

## ABOUT THE GLOBAL WIL ECONOMIC FORUM

**THE** Global WIL Economic Forum is a unique business platform that unites global business and thought leaders to tackle key challenges related to women's economic advancement. The forum is part of Naseba's Women in Leadership series, a legacy that began in 2009 and has since grown to encompass 17 initiatives gathering over 700 VIPs, 500 thought leaders, and 4,000 attendees. The forum is designed to help shape the future of gender parity by gathering current and aspiring leaders from around the world to strive for a diverse, inclusive and equal opportunity economy.

For more information, please contact [charlotttec@naseba.com](mailto:charlotttec@naseba.com)



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