

## Venture capital financing: How to increase funding for women-led ventures

Tuesday, September 14, 2021

9:00 am ET/4:00 pm KSA

Hybrid event via Zoom

### Keynote Speaker Bio

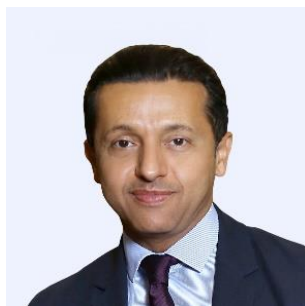


#### **Mona Ataya**

*Co-Founder & CEO, Mumzworld*

Mona Ataya, CEO and Founder of Mumzworld.com, has proven to be one of the Middle East's most prominent and successful female entrepreneurs. A transformational leader and a change agent in every sense of the word, Mona has managed to grow Mumzworld from a business plan on paper to a leading and enviable brand reaching more than 2.5 million mothers across the region since inception in 2011. With over 6 rounds of funding, renowned investors on board and a solid business plan, Mumzworld has become the #1 Funded Women-Led e-commerce Company in the Middle East, the first regional, homegrown e-commerce company acquired by a Saudi, strategic giant. Mona has won more than 100 awards throughout her career. Most recently, she was voted as one of 6 Powerful Women Transforming the Business World in the Levant, among UAE's 5 Most Prominent Women in the Tech World. She is amongst the top 2 Forbes women creating impact in the region, most recently featured in Forbes Middle East as the one of the Middle East's Power Businesswomen in 2021 and 2020. Beyond the many awards she has received, Mona was also selected into the prestigious group of globally recognized Endeavor businesses in 2014 and was the first woman selected into this prestigious network in the Middle East. Furthermore, she is an UNCTAD representative for the region with a mandate to empower women and create enabling opportunities for women in the digital ecosystem.

### Speaker Bios



#### **Amjad Ahmad**

*Director and Resident Senior Fellow, empowerME, Rafik Hariri Center for the Middle East, Atlantic Council*

Amjad Ahmad is director and resident senior fellow of empowerME at the Atlantic Council's Rafik Hariri Center for the Middle East. He focuses on shaping innovative investments to empower entrepreneurs, women, and youth in the Middle East. He develops strategies and policies to drive sustainable prosperity through the creation of dynamic entrepreneurial economies, the economic participation of women, and educational transformation. Amjad is also managing partner of the venture capital firm Precinct Partners and serves on the boards of Eyewa, Tapal Tea, RSA Global, Mumzworld, Mr. Usta and The Luxury Closet. Based in the United Arab Emirates for fifteen years prior to moving to Washington, DC, Amjad has collaborated with business leaders and entrepreneurs to build leading companies in the Middle East. Through his work as a venture capital and growth investor, Amjad established two investment firms in the region that provided over \$1 billion in funding to over fifty companies in sectors ranging from technology and

education to healthcare and finance. During the past five years, Amjad has focused his investments on entrepreneurship, innovation, and technology. Amjad holds a master's degree in international affairs with a concentration in international finance and economics from Columbia University and is a graduate of the general management program at Harvard Business School.



**Alifia Doriwala**  
*Managing Director, RockCreek*

Alifia Doriwala is a Partner and the Co-CIO of Outsourced Chief Investment Officer (OCIO) and Multi-Asset Class portfolios at RockCreek. As a member of the Investment Committee, she is involved in portfolio management, asset allocation and investment decisions across alternative and traditional asset classes. An active investor, she sources, directs, and manages relationships with top-quartile public and private investments on behalf of endowments, foundations, and pension funds. Alifia works closely with the Investment Committee and Boards of Institutions in managing their investment portfolios and is in regular dialogue with investors. Building on a life-long interest in advancing mission-oriented work, Alifia integrates impact, ESG, and diverse investment opportunities across portfolios. Prior to joining RockCreek, Alifia was an Equity Arbitrage Trader at Wolverine Trading, L.P., where she was responsible for sourcing, analyzing and modeling equity linked trades together with equity options. She started her career as an Investment Banking Analyst at Merrill Lynch and member of the Financial Sponsor Group assessing the suitability of potential targets for private equity portfolio companies. Alifia graduated from Georgetown University magna cum laude with a B.A. in Economics and English and holds an M.B.A. in Finance and Marketing from New York University's Stern School of Business. She is a board member of the Georgetown University Global Business Initiative Advisory Board and a former Trustee and Chair of the Investment Committee at The Langley School. She is a board member for the Teach for America-DC Region and Chair of the Teach for America Stewardship Committee.



**Emon Shakoor**  
*Founder & CEO, Blossom Accelerator*

Emon Shakoor is a Saudi neuroscience researcher turned technology entrepreneur and startup catalyst. She has mentored hundreds of startup companies and has worked to help them raise millions in seed stage funding. She also serves as an advisory board member at Oqal, Saudi Arabia's largest angel investment network. Emon has also been appointed the Saudi ambassador for Women Entrepreneurship Day Organization (WEDO). Emon has been recognized as one of nine Saudi women who has made an impact on the world as she is a pioneer of women's entrepreneurship in KSA. She was appointed as the delegate of 30 Under 30 at the annual meeting of the World Economic Forum in Davos. Emon is the youngest Saudi woman to make the cover of both Harper's Bazaar Arabia & Entrepreneur Arabia respectively and is a well-known TEDx Speaker.

## Moderator Bios



### **Algene Sajery**

*Vice President, Office of External Affairs; Head, Global Gender Equity Initiatives, U.S. International Development Finance Corporation*

Algene Sajery serves as Vice President of the Office of External Affairs at DFC. In this capacity, Algene leads a team of public affairs, intergovernmental relations, and stakeholder engagement professionals. Together they cultivate DFC's relationships with Congress, federal agencies, the business community, civil society groups, and other key stakeholders to advance DFC's mission. She is also head of DFC's Global

Gender Equity Initiatives and supports diversity efforts in the agency. As a member of the DFC's Executive Leadership Team, Algene holds a seat on the DFC's Investment Committee, providing input on all projects valued at more than \$20 million, and engages with the agency's Board of Directors. She is a seasoned foreign policy and national security policy expert with over 20 years of legislative and political affairs experience in the U.S. Congress, political campaigns, and in the corporate and nonprofit sectors. Prior to joining DFC, she owned a small business specializing in strategic advisory services. A native of Liberia, West Africa who came to the U.S. at age three as a political asylee, Algene has dedicated her career to advancing human rights, rule of law, global health, food security, and economic development in the developing world. Algene holds bachelor's degrees in English and African American Studies from Howard University, completed graduate studies in Global Security at John Hopkins University, and obtained Harvard Kennedy School's certification for senior executives in national and international security. She is in the 2020-2021 cohort of the National Security Scholars and Practitioners Program, a thought leadership program of Johns Hopkins University's Center for Strategic Studies.



### **Madiha Sattar**

*Head of Strategy & Strategic Partnerships, Careem Pay*

Madiha Sattar is a member of the leadership team of Careem Pay, the fintech arm of Careem, the Middle East's first unicorn. Prior to this she helped launch multiple products and businesses for the Careem super app. Before entering tech, she worked in management consulting at McKinsey and in corporate strategy at JPMorgan, and has also been a journalist covering political, security and social issues in Pakistan.