

Balance of power: Promoting more women in leadership

Tuesday, June 7, 2022

11:00 am ET/6:00 pm KSA

Public Event

Keynote welcome remarks



Martina Strong

Charge d'Affaires, US Mission to the Kingdom of Saudi Arabia

Martina Strong is honored to lead the US Mission to the Kingdom of Saudi Arabia as Chargé d'Affaires. She is joined in Riyadh by her husband, U.S. Army Col. John L. Strong (Ret.) and their daughter Eleanore. A career member of the Senior Foreign Service, Ms. Strong previously served in Iraq as Political Minister Counselor in Baghdad and as the U.S. Army's Political Advisor in Basrah. Prior to her arrival in Riyadh, she was the Deputy Chief of Mission in Bulgaria. Her other overseas postings included Poland, the Czech Republic, Bosnia Herzegovina, and France. Ms. Strong also spent two years as Director on the National Security Council at the White House, where she headed the

U.S. government's multi-agency effort to organize the 2004 G-8 Summit in Sea Island, as well as two other G-8 Summits and various multilateral meetings. The Department of State has recognized Ms. Strong's achievements with numerous awards, including the AFSA Sinclair Language Award and eleven Superior Honor and Senior Performance Awards. During her service in Iraq, the U.S. Army awarded her the Meritorious Civilian Service Award and the Superior Civilian Service Award. In Bulgaria, the defense minister honored Ms. Strong with the Meritorious Service Medal for her contributions to the US-Bulgarian security partnership.

Welcome remarks



Dr. Abdullah Al Fozan

Chairman and CEO, KPMG in Saudi Arabia and Levant

Dr. Abdullah Hamad Al Fozan serves as the Chairman and CEO for KPMG in Saudi Arabia and Levant, which includes Jordan, Lebanon, and Iraq. Dr. Al Fozan joined KPMG in Saudi Arabia in 2000 and has been instrumental in the firm's growth and success in the past two decades. Prior to KPMG, he was associated with the Saudi Industrial Development Fund (SIDF) for eight years. Dr. Al Fozan has 28 years of experience in the areas of audit and advisory and is widely considered to be one of the top financial advisors in the Middle East.

His insights are recognized and valued by the top decision-makers in the Kingdom, making him a regularly consulted advisor on issues concerning the Saudi economy at large and a leader on high-level engagements for both public and private sector entities. In 2020, he was appointed as Board Member at the Riyadh Chamber for Commerce and Industry. Dr. Al Fozan graduated with a bachelor's degree in accounting from King Saud University and an MBA from the École Nationale des Ponts et Chaussées in Paris and the University of Edinburgh. He holds a DBA in Business Administration and Management from Nottingham Trent University in the United Kingdom.

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Speaker bios



Rima Al Soraihi

Human Resources Director, PepsiCo

Rima Al Soraihi is Human Resources Director at PepsiCo. The majority of her work focuses on diversity and inclusion, Saudization, women's representation in leadership, and management. Ms. Al Soraihi has worked in Human Resources since she joined PepsiCo 13 years ago, holding numerous positions such as Training Manager, HR Manager, and HR Business Partner. She has been responsible for planning and designing annual HR initiatives to support the company's strategic objectives, managing functional communication plans and

HR programs, and defining communication channels and controls to carry out policies establishing a proper flow of information at all levels of the organization. Throughout her time at PepsiCo, Ms. Al Soraihi has been able to witness the development of PepsiCo's differing women empowerment initiatives.



Reem Asaad

Vice President for Middle East and Africa, Cisco

Reem Asaad is the first female and local leader in the role of Vice President at Cisco Middle East and Africa. She is responsible for overseeing the work of 2,500 employees and contractors, while driving the company's position as a leading technology provider and consultant across 74 markets in the region. Recognized by Forbes as one of the Most Influential Women in the Middle East, Ms. Asaad is a highly successful business leader with over 25 years' experience across industries including technology, financial services, and customer experience. Prior to joining Cisco, she was the CEO at Raya

Customer Experience, a business process outsourcing service provider based in Cairo with operations in Europe, Middle East, and Africa, servicing multi-national and Fortune 500 companies. In March 2021, Egypt's Minister of Communications and Information Technology H.E. Amr Talaat appointed Ms. Asaad to serve on the Board of Directors for the Information Technology Industry Development Agency (ITIDA), which helps drive digital transformation and competitiveness as well as contributes towards economic growth. As a board member, Ms. Asaad works alongside a wider team of industry leaders to identify the needs of the local IT industry and address those needs by fostering ties with local and international players, implementing suitable programs, and advising on policy.



Leanne Caret

Executive Vice President and Senior Advisor, Boeing

Leanne Caret is Executive Vice President and Senior Advisor for the Boeing Company and a member of the company's Executive Council. Most recently, Ms. Caret served as President and Chief Executive Officer of Boeing Defense, Space, & Security, which provides solutions for defense, government, space, intelligence, and security customers worldwide. Defense, Space & Security has prominent operations in many countries beyond the United States, including Australia, India, Saudi Arabia, and the United Kingdom. In 2021, Boeing's revenue from defense and space platforms and services exceeded \$33 billion.

Ms. Caret was previously President of the company's Global Services & Support organization; Chief Financial Officer of Defense, Space, & Security; Vice President and General Manager of Vertical Lift; Vice president of H-47 Programs; and General Manager of Global Transport & Executive Systems. She is a second-generation Boeing employee who started working for the company in 1988. Fortune magazine named Ms. Caret to its Most Powerful Women list in 2021 for the fifth consecutive year. In addition to being a 2019 inductee of the Women in Aviation International Pioneer Hall of Fame, Ms. Caret is a Royal Aeronautical Society Fellow and an American Institute of Aeronautics and Astronautics Associate Fellow. She is also on the George W. Bush Institute's Women's Initiative Policy Advisory Council; the board of directors for the Kansas State University Foundation; the board of directors for Deere & Company; and the board of directors for FIRST, a leading youth-serving nonprofit advancing STEM education.



Penelope Naas

President for International Public Affairs and Sustainability, UPS

Penelope (Penny) Naas is UPS President for International Public Affairs and Sustainability. She began her UPS career in May 2012, managing the Public Affairs team for the EMEA Region, where she enhanced governmental understanding of UPS and the issues impacting the logistics industry. In 2014, Ms. Naas was also asked to oversee sustainability in Europe, and has worked to advance internal and external appreciation of the importance of sustainability for UPS. She then served as UPS Vice President and District Manager for International Public Affairs and Sustainability from January 2015 until early

2020. Previously, Penelope worked for Citigroup in the Global Government Affairs team and at the US Department of Commerce (DOC), where she worked for 13 years in various roles covering international trade and commercial issues. Ms. Naas has a bachelor's degree in economics and a master's degree in public policy from the University of Michigan, Ann Arbor. She co-chairs the World Economic Forum's Global Future Council on Trade and Investment. She is a former board member of the American Chamber of Commerce to the EU and the University of Michigan Alumni Board, the American European Community Association, and the Fulbright Commission for Belgium and Luxembourg. Ms. Naas is active in UPS' Women's Leadership Development program.

Moderator bio



Tamara Pupic

Managing Editor, Entrepreneur Middle East

Tamara Pupic is a Dubai-based journalist who has extensive experience in the field of business journalism of both well-established corporations and high-growth startups, having followed her passion for writing after a successful career in international law. She holds the position of Managing Editor of Entrepreneur Middle East magazine, a division of Dubai-based BNC Publishing which is officially licensed by the US-based publication. Among the many highly renowned leaders and personalities that she has interviewed are Sir Bob Geldof, Milken Institute Chairman Michael Milken, Huda Beauty co-founders

Huda and Mona Kattan, Deepak Chopra, Dr. Wladimir Klitschko, British entrepreneur Jo Malone, the author of *The Pursuit of Happyness* Chris Gardner, the fifth-generation family member leading Galeries Lafayette Nicolas Houzé, and Didi Chuxing's President Jean Liu. In 2020, Ms. Pupic launched her series of interviews with women leaders entitled "Against All Odds" within the Entrepreneur Middle East Live series, featuring the only Indian woman on Forbes' list of the World's Self-Made Women Billionaires Kiran Mazumdar-Shaw, Oscar nominated and BAFTA award-winning filmmaker Farah Nabulsi, Intisar Foundation founder Her Highness Sheikha Intisar AlSabah, co-founder of Thrive Global Agapi Stassinopoulos, the first Arab woman to climb Mount Everest Suzanne Al Houby, and social media influencer and TV host Joelle Mardinian, among many others. Ms. Pupic holds a master's degree in international law and economics (M.I.L.E.) from the World Trade Institute in Bern (Switzerland) and a bachelor's degree in international law from the Faculty of Law University of Belgrade (2004).

Opening remarks



Amjad Ahmad

Chairman, empowerME, Rafik Hariri Center for the Middle East, Atlantic Council

Amjad Ahmad is Chairman 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 the private sector 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. Mr. Ahmad is also managing partner of

the venture capital firm Precinct Partners and serves on the boards of Homzmart, Tapal Tea, RSA Global, Mr. Usta, and The Luxury Closet. He was recently appointed to the board of Amideast, a leading US nonprofit organization engaged in international education, training, and development activities in the Middle East and North Africa, as well as building cross-cultural understanding between the United States and the region. Based in the United Arab Emirates for fifteen years prior to moving to Washington, DC, Mr. Ahmad 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, Mr. Ahmad 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, Mr. Ahmad has focused his investments on entrepreneurship, innovation, and technology. Mr. Ahmad 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.