

Destigmatizing Failure and Promoting Business Risk Through Policies and Culture

Tuesday, January 24, 2023

6:00-7:30 pm KSA/10:00-11:30 am ET

Public Event



Dalal Almutlaq

Co Founder & Managing Director, The Local Agency Saudi Arabia

An entrepreneur at heart, Almutlaq finds her passion through consulting startups. She is the Co-Founder and Managing Director of The Local Agency in Saudi Arabia, a brand communication agency built on the essence of simple and clean design. Almutlaq is also the KSA Partner for Iliad Partners, a venture capital firm investing in the Middle East and North Africa. She is also currently the VC Platform Advisor for Almutlaq Group where she co-manages the VC platform as an advisor to AMG and focuses on early-stage investments. Impressively, Almutlaq also serves as a Board Member at Endeavor Saudi Arabia, where she is on a mission to build thriving entrepreneurial ecosystems in global emerging markets. Almutlaq is a graduate of Parsons School of Design in Design and Management and a holder of Conscious Investor Fellowship Certification from startdAD.



Helen Al Uzaizi

CEO, BizWorld UAE, Jordan, Saudi Arabia, and Egypt

With over 20 years of experience spanning marketing, non-profit management, and entrepreneurship, Al Uzaizi has been supporting major brands, non-profit organizations, and startups across the region as a mentor, board member and advisor. She is a member of the Board of Trustees of PACES Charity and Advisor and Brand Ambassador for SEP both of which work with refugee women and children. Al Uzaizi is also Board Member of Augustus Media and Advisor to the Womanity Foundation. She is the CEO of BizWorld in the Middle East teaching kids entrepreneurship and has been named leading entrepreneurship program in the region on multiple occasions. She is also the Founder of Future Entrepreneurs, a platform that aims to empower youth entrepreneurs in MENA working with GEMS Education and the UAE's Ministry of Economy. Al Uzaizi has been named one of the UAE's 100 Smartest People and one of the 50 Most Influential Women in the Arab World. Al Uzaizi is also a TedX Speaker. On a personal level, Helen is a mother of 2, runner, triathlete and adventurer who believes in making dreams come to life and that anything is possible.



Kelly Blackaby

Managing Partner, Entail Solutions

Kelly Blackaby MCIPD is an HR professional with over 20 years' generalist and global experience. She combines her extensive background in senior human resource management and organisational development with on-the-job experience, applying a commercial approach to best practice across a wide range of industries such as Retail, Leisure, Real Estate & Construction, Public Sector and the Charity Sector. Blackaby worked in the Middle East for a large Franchise Retailer for over 8 years, providing a wide range of HR services including ER, organisational design, recruitment, and transformation projects. She supported many retail brands including Burberry, Zara & Inditex, GAP and Marks and Spencer. Prior to working in the Middle East, Blackaby undertook many diverse HR roles in private and public sector organisations such as The Body Shop International PLC and the Police Force. Kelly achieved a distinction award for master's degree in

Human Resource Management and is a Chartered Member of the CIPD. She is the Chair of the HR Sub-Committee / Trustee for an international humanitarian aid charity. As one of the first women in her sector to work in Saudi Arabia, Blackaby also specialises in female workforce development and supporting newly promoted female leaders who are in transition to new management roles and is a mentor with the Dubai Business Women's Council to aspiring female entrepreneurs.



Hela Cheikhrouhou

Regional Vice President, Middle East, Central Asia, Turkey, Afghanistan, and Pakistan, International Finance Corporation

Hela Cheikhrouhou brings 26 years of experience to IFC, including leadership roles in the financial sector, infrastructure finance, and climate finance in emerging and developing economies, having worked across Africa, Latin America, and Asia. She has experience in the areas of low-emission and climate-resilient investments, structured and blended finance, public-private partnerships, capital markets development, and financial inclusion.

Cheikhrouhou is IFC's regional Vice President for the Middle East, Central Asia, Turkey, Afghanistan, and Pakistan. She is in charge of expanding IFC's business in the region, focusing on the COVID-19 crisis response and building a pipeline of private sector investment opportunities, rooted in country strategies. Cheikhrouhou fosters strong relationships with government officials, clients, other development finance institutions, co-financiers, donors, and counterparts across the World Bank Group to identify opportunities for collaboration and broader impact as well as to enhance business delivery. Cheikhrouhou holds a Master of Science degree in Finance from HEC Montreal, Canada.



Thereshini Peter

Chief Financial Officer for MENA, Visa

Thereshini Peter joined Visa in October 2019 and is currently the CFO of GCC/ NALP(MENA) regions. She is a senior Finance Executive and business partner and comes from a diverse background with her work experience previously in Global consumer goods in Unilever; Kao Brands most recently with Pepsi in Dubai and has held a variety of positions in Consumer; Brand; Supply Chain. Peter is from South Africa and has lived and worked in different parts of the world including London, Trinidad and Tobago and currently in the UAE. She is

results oriented and has a balanced approach and passionate about people, diversity, and inclusion.