

Digital transformation in Saudi Arabia and its impact on women

Date: Monday, January 29th, 2024

Time: 11:00am / 7:00 KSA

Format: Hybrid

Welcoming Remarks



Diana Korayim

Chairwoman of Business Committee, The American Chamber of Commerce Saudi Arabia

Dr. Diana Korayim, an American expatriate residing in Saudi Arabia, is an executive with a reputation for exceptional leadership, unwavering dedication to her teams, and an insatiable pursuit of excellence in the business world. Her management style and visionary outlook have left a mark on both organizations and individuals, earning her the respect and admiration of her peers. In her role as Director of the Alfaisal Center for Research and Consultancy Studies at Alfaisal University in Riyadh, Dr. Diana has consistently spearheaded transformations that have propelled companies to unprecedented heights. Her strategic acumen, combined with the unique ability to inspire and motivate teams, has led to remarkable achievements. Under her guidance, revenues have not only surged but have also expanded from modest figures to staggering amounts. Dr. Diana's unrelenting focus on profitability has resulted in significant growth in both income and market capitalization. What sets Dr. Diana apart is her ability to set the standard for success in business. Her profound influence reaches well beyond her immediate sphere of influence, as her wisdom and expertise continue to shape the future of the business landscape. One of Dr. Diana's strong attributes is her commitment to nurturing future leaders and fostering a culture of continuous learning. Throughout her career, she has dedicated herself to cultivating talent and building robust leadership pipelines. As a faculty in the College of Science and General Studies at Alfaisal University, Dr. Diana plays a pivotal role in shaping educational curricula, imparting her extensive knowledge, and serving as a role model for aspiring leaders across various industries. However, Dr. Diana's impact extends beyond boardrooms, offices, and classrooms. She is a passionate advocate for societal progress, actively contributing to initiatives that empower communities. Her efforts, especially in the domains of women leadership, education, innovation, and entrepreneurship, reflect her commitment to driving positive change. Dr. Diana Korayim holds a doctorate from the University of Southern California in the USA with a specialization in Executive Global Leadership. She also holds an MBA from the University of Massachusetts in the USA to solidify her credentials in the world of business and leadership. She is also a certified PMP.

Opening Remarks



Amy Archibald

Counselor for Economic Affairs, US Embassy in Riyadh, Saudi Arabia

Dr. Amy Archibald is a career Foreign Service Officer currently serving as the Counselor for Economic Affairs at the U.S. Embassy in Riyadh, Saudi Arabia. Assignments overseas include tours in El Salvador, Ecuador, Laos, Italy, and the Dominican Republic. In Washington, she has served as Director for Maritime Southeast Asia; Director for Venezuelan Affairs; in the Bureau of Democracy, Human Rights, and Labor; as Special Assistant to the Deputy Secretary of State; and in the Office of Chinese and Mongolian Affairs. Before joining the U.S. Foreign Service, Ms. Archibald was a management consultant with the Boston Consulting Group in Los Angeles, California and Sydney, Australia. She holds a Bachelor of Arts in International Relations and History from Claremont McKenna College, a Master of Science in Foreign Service from Georgetown University, and a Master of Science in National Security Policy from the National War College.

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Panelists



Mohammed Aldossary

Co-Founder & CEO, Sary

Mohammed has over eight years' experience in investment and hyper-growth start-ups. Prior to launching Sary, he was General Manager KSA, of the European microbility start-up Circ, later acquired by Bird. Previously, Mohammed spent three years at Careem (acquired by Uber), as a Market Launcher, responsible for opening new markets in KSA and the wider GCC. Later, he became General Manager KSA at Careem NOW, leading the subsidiary's activities in logistics and food "last-mile delivery". Mohammed holds a B.S of Business Administration degree from York University, and a master's from Smith Business School at Queen's University.



Sarah Al-Husseini

Head of Government Affairs and Public Policy for Saudi Arabia, Google

Sarah Al-Husseini is the Head of Government Affairs and Public Policy for Saudi Arabia at Google. Before joining Google, Sarah was a Senior Adviser in the office of the Vice-Minister and the General Director of International Cooperation at the Ministry of Tourism where she coordinated the Kingdom's engagements in international organizations such as the UN World Tourism Organization and OECD, and cooperation with countries bilaterally. Sarah was also the 2020 Chair of the G20 Tourism Working Group. Under her leadership, the Group delivered the 2020 outcomes to support the recovery of the tourism sector from the global pandemic, developed a framework for inclusive community development through tourism, and engaged the private sector on safe and seamless travel. Sarah started her career as a diplomat with the Saudi Ministry of Foreign Affairs and was posted to the Permanent Mission of Saudi Arabia to the United Nations in New York. During her UN tenure, Sarah worked on policy related to legal affairs, countering-terrorism, peacekeeping operations, establishment of

diplomatic relations, and multilateral elections. Sarah attended American University, where she earned a BA in International Studies, and subsequently earned a MA in Diplomacy and International Relations at School of Diplomacy at Seton Hall University and a MS at the Division of Global Affairs.

**Manal AlNemari**

Consultant of Digital Health Transformation, Saudi Arabia Ministry of Health

Manal M. Al Nemari, Confident and dedicated technology leader able to lead all phases of digital transformation initiatives while mentoring and motivating teams, successfully creating, and implementing a digital change agenda. Setting Digital Strategy and manage technology roadmaps and governance. Experienced in driving large scale technology transformational efforts, Delivery and Vendor Management. Manal M. Al Nemari is the first Saudi female who has an experience of robotics technology for outpatient and inpatient setting in KSA.

**Saima Jabeen**

Research fellow, AI research Center, Alfaisal University

Saima Jabeen earned her Ph.D. from the Department of Computer and Control Engineering at Politecnico di Torino, Torino, Italy, in 2014. She holds a master's degree in computer science from the Department of Computer Science, University of Peshawar, Pakistan, awarded in 2007. Along with holding several important roles, Dr. Jabeen has been an assistant professor in various reputable institutions, including Prince Sultan University in Riyadh, Saudi Arabia, Ghulam Ishaq Khan Institute (GIKI) of Engineering Sciences and Technology in Topi, Pakistan, University of Wah (UW) in Wah Cantt., Pakistan, and Pak-Austria Fachhochschule Institute of Applied Sciences and Technology (PAFIASST) in Haripur, Pakistan. Throughout her career, Dr. Jabeen has contributed significantly to academia, taking on administrative responsibilities such as serving as the Chairperson of the Department of Computer Science at UW, being the 1st Head of the Department of IT and Computer Science, and leading the Data Science program at PAFIASST. In 2021, she further enriched her expertise by completing executive training on "Fachhochschule Teaching and Management" from FH Joanneum University of Applied Sciences in Graz and MCI: The Entrepreneurial School in Innsbruck, Austria. Presently, Dr. Saima Jabeen is serving as Research Fellow (Postdoctoral researcher) at the AI Center within the College of Engineering at Alfaisal University in Riyadh, Saudi Arabia. Her research endeavors are concentrated in the realms of data science, data mining, machine learning, natural language processing (NLP), and their applications in biomedical and healthcare domains.

Moderated by**Maha Akeel**

Faculty Lecturer, Dar Al-Hekma University

Maha Akeel has diverse experience in media, intergovernmental organizations, and academia focusing on social development through women, youth and family empowerment and strategic communications. Ms. Akeel was a journalist at Arab News before joining the Organization of Islamic Cooperation (OIC), as the first professional woman to work there and the first female to hold a leadership position as Director of Public Information and Communications and later as Director of Social Affairs. After completing her term at OIC as director, Ms. Akeel joined Dar Al Hekma University in 2023 as lecturer in the Department of Diplomacy and International Relations. She holds a bachelor's degree in communications and a minor's degree in Business Administration from California State University of Fullerton in California. She has also completed 3 master's degrees: MBA from Loyola Marymount University in Los Angeles, an M.A. in Communications & Cultural Studies from the University of Calgary, Canada, and an M.A. in Gender in Global Politics from SOAS, University of London. Ms. Akeel is a public speaker and writer, advocating policy reform and social justice. She has published a book, 2 Policy Briefs for the G20, and many opinion articles in national and international newspapers and magazines. She is passionate about inspiring community development work and entrepreneurship.