



Skin in the game | Catalyst for Results | Energy & Experience | Public & Private Partnerships
Sustainable Business Strategy | Start-ups, Scale Ups, Government Entities |
Low Profile Matchmaker with High Impact

PROFILE SUMMARY

I am a powerful catalyst for change, growth and results.

With roots in both the BENELUX region and Morocco, I bring 15 years of experience at the intersection of politics, business, and society.

As an award-winning entrepreneur and Women Leader, I've developed a unique perspective and a proven ability to navigate complex landscapes across Europe and the MENA region.

Of note is my expertise in transforming, innovating and scaling growth. Converting SDGs, and fostering public and private partnerships. Operating at the nexus of the public and private sectors. I have raised over €35 million and co-founded a multitude of businesses in the past decade.

I guide and build ventures for success and impact, leveraging my strong skills in leadership, business strategy and growth, governmental affairs, strategic planning, and stakeholders management. Coupled with experience working with corporations, including Coca-Cola, Deloitte and CBRE, I lead with a highly commercial perspective on how all organizations can drive impactful change and innovation.

Furthermore, proficient in lobbying and negotiation, I disrupt group think and mobilizing investments and people towards mutually beneficial outcomes.

EXECUTIVE OFFERINGS

Strategic Leadership

- Expertise in **Public-Private Partnerships** and **Sustainable Business Strategy**, grounded in academic research and award-winning practices.
- In-depth knowledge of **stakeholder dynamics**, **funding mechanisms**, and the **third sector's interplay** with government at both regional and international levels.

Catalyst for Results

- I specialize in turning ideas into actionable results, **working hands-on** to drive initiatives to completion.
- Core skills include:
 - **Strategy Development:** From frameworks and processes to inspiring common goals.
 - **Building Teams and Partnerships:** Aligning stakeholders for collective success.
 - **Go-to-Market & Investment Strategies:** Ensuring the journey from concept to execution is seamless.

Sustainability Expertise

- Deep knowledge of the **Sustainable Development Goals** (SDGs), tailored to organizations at all stages:
 - **Government:** Driving neutral-carbon policies with vision and KPIs.
 - **Corporates:** Enhancing sustainability initiatives in large and family-owned businesses.
 - **Family Businesses:** Creating frameworks, validating emissions, and crafting actionable roadmaps for achieving net-zero.

Bridge Between West and MENA

- **A Translating Bridge** between Western and MENA markets, blending diverse approaches and fostering alignment.
- **Expertise** in working across markets like UAE and KSA, addressing the demand for deep knowledge, innovative techniques, and intellectual property integration.
- Proficient in **uniting** diverse perspectives to achieve **mutually beneficial outcomes**.



EMPLOYMENT TIMELINE

- The Private Office of Sheik
Abdulaziz Al Khalifa
Advisor Innovation, Education
& Sustainability
2024 - PRESENT
- Mena Impact Architects
Co-Founder and Lead Strategy
2024 - PRESENT
- A Woman's View & NextGenity
Founder and Director
2014 - PRESENT
- Flemish Parliament
Member Of Parliament
(Independent)
2019 - 2024
- Let's Go Urban
Founder and Director
2009 - 2020

CORE COMPETENCIES

 Growth Mindset &
Disruptive Thinker

 Stakeholder
Management & Influence

 Impactful Strategies for the
UN2030 Agenda & SDGs

 Policy & Regulatory
Knowledge

 Data Science Evidence-Baked
Business Cases

 Women's Empowerment,
Leadership & DEI

WORK EXPERIENCE

ADVISOR INNOVATION, EDUCATION & SUSTAINABILITY

July 2024 - Present

The Private Office of Sheikh Abdulaziz Al Khalifa - thesheikhoffice.com

The Private office focuses on connecting global companies with promising opportunities in the GCC countries. We serve as a gateway for both emerging and established companies, including start-ups, aiming to broaden their presence across the MENA region.

I advise the private office for their clients (firms and government entities) on the domains of innovation, education, and sustainability.

I help get their clients ready for investment and expansion with a go-to-market strategy and a robust business case.

ACHIEVEMENTS

- Preparing and moderating panel discussions with **thought leaders** on the Royal Summit on the topics of 'Path to Net-Zero in the GCC' and 'Driving sustainability through digital transformation'
- Preparing and **onboarding 2 clients** (Belgium and South Africa) for **expansion and investment in the UAE**.
- Advising on **sustaining credibility and a solid business model** with the family office network.
- Public & governmental affairs** for the clients in the MENA region.

CO-FOUNDER, LEAD STRATEGY & PPP

MENA Impact Architects - menaimpactarchitects.com

July 2024 - Present

We are a leading advisory firm that offers sustainable service design. We collaborate with visionary leaders, firms and government entities to turn their ideas into real tangible solutions.

We specialize in innovation, venture building and product design with a strong focus on testing, stakeholders- and users validation before investing in expensive development.

We combine our expertise in sustainable service design, innovation, and go-to-market strategy to create impactful products and solutions.

With a focus on testing concepts early, we ensure that every solution is validated by users.

ACHIEVEMENTS

- **Research and conceptualization** of The Smart farm in Al Ain (Abu Dhabi) with the use of Agrivoltaics Farming and providing a scalable business model.
menaimpactarchitects.com/gaia
- **Research and Prototyping Upskill Asia:** an Edtech platform for young professionals that focuses on upskilling growing amount of young professionals in developing countries and getting them ready for the skills needed in these emerging markets.
upskill.asia
- **Stakeholders engagement and new concept for CBRE Global**, to create a sustainable model for their shoppingmalls that starts from the aspirations, needs and potential of retailers and really tap into the potential of the new demographics locally. We focused on improving the quality of life, supporting the local entrepreneurs, and integrating sustainability and circularity at the core of our concept.
menaimpactarchitects.com/shopperhal
- **Prototype and masterplan Athletic Intelligence Agency.** AIA addresses the urgent need for positive role models and healthier narratives. AIA partners with top MENA athletes to deliver content that promotes positive narratives and directly impacts well-being, mental health, physical health, and education.
menaimpactarchitects.com/aia

FOUNDER AND DIRECTOR

A Woman's View & Nextgenity

2014 - Present

Launched A Woman's View consulting company and spin-off NextGenity, a pioneering data-driven agency, delivering services in the area of public-private partnerships, facilitating the implementation of Sustainable Development Goals (SDGs) and the UN2030 agenda. Showcased deep expertise in diversity & inclusion, while building a pedigree service business with specialization in market research, strategic consultancy, and communication. Provided advocacy and PR services, partnering with media outlets to increase visibility and representation of new generations and women, successfully spearheading various D&I campaigns and programs in collaboration with client partners.

ACHIEVEMENTS

- **Spun out and created NextGenity, securing valuation of €3m within 2 years of operation, working with global brands Coca-Cola and Deloitte to provide critical insights into D&I**, conducting comprehensive market research and implementing inclusive recruitment strategies, leading to a more diverse talent pool in organizations.
- **Played a key role with CBRE Global in refining vision and value proposition to secure a property development permit**, focusing on social and environmental impact aligned with sustainability goals; worked with city and architect stakeholders to build impactful partnerships and negotiate outcomes.
- **Led collaborations championing new practices driving transformational change in recruitment, employment and B2C strategies using data for clients** including European Commission, Belgian Ministry of Internal Affairs, City of Antwerp, CBRE Global, EY, and Aces of Space design agency.

- **Transformed health fund Voorzorg's GTM model to create four new businesses (brand offerings) with differing value propositions for each youth age bracket,** supported scaleup, strategy, and recruitment for each brand.
- **Created educational programs for thousands of children and families living in Antwerp based on the Harlem Children Zone,** driving public relations in partnership with governance stakeholders.
- **Created a policy framework for the Flemish employment and training service to introduce social impact bonds** based on their ability to deliver positive social outcomes reducing unemployment via public/private partnerships.
- **Maintained a 60% repeat client rate, recognized as one of top 10 most influential women and immigrants in Belgium, in the top 40 entrepreneurs under 40,** and received the Global Diversity Award from Stanton Chase.

MEMBER OF PARLIAMENT (INDEPENDENT)

2019 - 2024

Flemish Parliament

Shaped pivotal government negotiations, representing six million Flemish people in promoting equality, equity, and social mobility. Presented a new political narrative aimed at breaking down complex policies and root causes to create a more accessible dialogue to increase public interest in political agenda. Managed various commissions in education, wellbeing, social innovation, and society. Contributed to Flemish policy encompassing €50b in expenditures against €46b in revenue. Led with influence, engaging with unions, captains of industry, the media, government officials, and a community of 500+ volunteers.

ACHIEVEMENTS

- **Drove systemic change as a new politician,** with several bills passed by Parliament.
- **Generated a new wave of societal interest in politics** via projects that deeply resonated with the Flemish people.

FOUNDER AND DIRECTOR

2009 - 2020

Let's Go Urban

Founded at 21 with the mission to empower young people, Let's Go Urban became an influential force for change within the school system. Merged urban culture, youth, and education into an award-winning organization. Created innovative and impactful programs in empowerment, education, employment, and entrepreneurship. Responsible for the Youth Project budget of €1m per annum and youth center budget of €4.4m. Built innovative educational and governance frameworks to facilitate annual youth engagement of 70k. Grew team to 8 full-time staff, 50 coaches, and a freelance network of 150 serving 80k community members. Forged and managed relationships with 10 Board members, 200 schools, 4 Belgian government sponsors, 140 businesses, and 100 social organizations. Represented the organization as a keynote speaker and author, accelerating awareness of sustainable social projects.

ACHIEVEMENTS

- **Awarded Antwerp Citizen of the year in 2012 for influential, impact-led outcomes driven for the city.**
- **Transformed business from humble beginnings to an award-winning non-profit** with an average of 3k youths participating weekly in programs focused on innovative empowerment and coaching methodologies.
- **Defined a scalable coaching method that has garnered recognition** and utilized by Lewis Hamilton's foundation, Mission 44, encompassing empowerment, education, employment, and entrepreneurship.

BOARD APPOINTMENTS

Independent Member of the Board | National Broadcast Company VRT

2015 - 2018

Member of the Board | Summer School NGO

2015 - 2017

President Advisory Board for the Provinces | Department Culture

2014 - 2016

President | Schoolbridges NGO

2014 - 2018

Board Member | Social Innovation Factory

2013 - 2017

EDUCATION

Sustainable Business Strategy Harvard Business School Online	2024
Master of Business Administration, Public and Private (Market, Law, and Ethics) Nyenrode Business University Amsterdam	2022
Master of Educational Science Free University of Brussels	2014
Bachelor of Education Hogeschool Antwerpen	2008

PROFESSIONAL DEVELOPMENT

International Leadership Program USA Department of State	2014
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AWARDS

Top 40 Under 40 Entrepreneurs TRENDS Magazine	2020
Honored Elected Fellow Free University of Brussels	2017
Moroccan Woman of the Year Diwan Awards	2015
Top 30 Strongest women that change the world (alongside J.K. Rowling and Oprah)	2013
Top 10 Powerlist Influential Immigrants in Belgium Diwan Awards	2013
Honorary Bachelor Social Science Karel De Grote Hogeschool	2008