

# Candidates for the 2019 Board of Directors

## Candidate for the Position of President



**Sammy Bousaba**  
**FedEx Express International**  
**President's Club Member**

In Addition to his role at AmCham Dubai, Sammy Bousaba is currently the Managing Director of Sales for FedEx Express responsible for 68 countries across the Middle East, Indian Subcontinent and Africa and has been with FedEx for over 18 years (10 in the US and 8 in Dubai). Sammy is an American citizen of Lebanese origin and moved to Dubai in 2007 from Memphis, Tennessee. He holds an MBA with a concentration in International Marketing from DePaul University's Kellstadt Graduate School of Business in Chicago, IL. Sammy's work experience at FedEx includes Field Sales, Event & Promotional Marketing, International Marketing, Regional Marketing Management and Sales Management. He was born and raised in Taipei, Taiwan and has worked and lived in Chicago, Memphis and most recently Dubai.

Having served on the AmCham Dubai BoD as VP Programs for 3 years, VP Membership for 1.5 years, and recently being appointed to the role of Executive Vice President, I have had the pleasure of supporting the organization's objectives by planning topical, relevant programs and events throughout the year. These programs create an outlet to address issues and opportunities facing the American business community in the UAE, ultimately adding value to our member base. I have also had the opportunity to support the AmCham's drive to attract and retain members across Dubai and the Northern Emirates. Utilizing my experience drawn from these two key roles I was able to transition into the role of Executive Vice President and serve successfully in this role.

This year, I am running for President and plan to continue the work on supporting the AmCham Dubai in its endeavor to grow the membership base by demonstrating the value of the AmCham Dubai. I plan to leverage my experience in Programs to show that value and attract new and potential members to join the council while all the while ensuring that those loyal members of our organization are continually finding all that they seek from their membership.

# Candidates for the 2019 Board of Directors

## Candidate for the Position of Vice President - Legal Affairs



**Charlie Daalder**  
**General Motors**  
**President's Club Member**

Charlie is responsible for managing the legal affairs of General Motors' operations in the Middle East and Africa. With extensive experience working in both private practice and as in-house counsel, he has built his career over 20 years and four continents providing strategic legal advice in complex legal environments in the Middle East, Africa, Russia, China, the UK, Uzbekistan and Australia.

Charlie was appointed to the ABC Dubai Board as VP, Legal Affairs & Secretary in 2016, and would welcome the opportunity to continue to support the ABC's continued growth, its business and community engagement and as a strong voice for members across the region.

# Candidates for the 2019 Board of Directors

## Candidate for the Position of Vice President - Finance



**Amer Afifi**  
**Duracell**  
**American Business Member**

Amer Afifi has spent 12 years out of his 14-year professional career within the Finance function in Procter & Gamble, working with them across the Middle East (UAE), Africa (Egypt and Nigeria) and Europe (Belgium). He has held various positions including Internal Audit Manager for EMEA and Global International Trade, and Finance Manager for Pampers in Middle East & Africa. Within his career has worked on multiple billion-dollar brands within FMCG in multiple categories including Baby Care, Fem Care, Laundry, and Dish Care, and has been part of multiple brand launches and turnaround stories across the region.

Mr. Afifi then moved to Berkshire Hathaway Company (the second largest U.S. fortune 500 company) as part of the Duracell brand acquisition from P&G as the Finance Director for the new standalone company in Middle East and India, managing 20 countries around the region. He helped standup the new company and all the process and has since been promoted to the position of the General Manager for Middle East and India.

Amer holds a degree in Finance and Economics as well as an MBA specializing in Ecommerce and Knowledge management from McMaster University in Canada. He is also a Certified Management Accountant and Certified Internal Auditor.

While originally from Egypt, Amer holds both the Canadian and Egyptian nationalities but considers himself a world citizen, he has worked and lived in 3 continents in addition to travelling over 60 countries for work and personal passion. Amer lives by the quote that those who say it cannot be done should not interrupt those who are doing it.

# Candidates for the 2019 Board of Directors

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## Candidate for the Position of Vice President - Programs



**Roula Droubi**  
**Boeing**  
**Vice President's Club**

### **President, Boeing Women in Leadership**

Middle East, Saudi Arabia & Turkey

Roula Droubi joined Boeing in March 2016 as the regional Director of Government, Industry and Community Engagement at Boeing Middle East. Working from the Boeing office in Dubai, United Arab Emirates, she is responsible for the company's strategy development and managing government relations, industry and community engagements within the Middle East & North Africa.

Before joining Boeing in March 2016, Droubi was the Business Operations manager at Oshkosh Corporation in Dubai and Oshkosh Defense in Abu Dhabi offices. In this position, she was a key player in setting the footprint of Oshkosh Corporation in the Middle East and took the lead in initiating many fundamental programs and operations over a period of eight years.

Droubi has 22 years of experience working with multinational organizations, Leading them establish operations in the Middle East. She lived 10 years in the Kingdom of Saudi Arabia. During this time, she was the Public Relations and Marketing manager for Saks Fifth Avenue and played an integral role to open its first department store outside the United States. She also started the British Council Women's Center in Riyadh, Saudi Arabia, promoting British education to Saudi women and children. Before starting her remarkable career that led her to Boeing, Roula obtained two bachelor degrees, one in economics and commerce and a second one in education and teaching, both from Damascus University.

In addition to her role at Boeing, Roula serves in many organizations boards and panels like Injaz Qatar board and Injaz Al Arab jury panel where she shares her expertise and guide entrepreneur in startup creation. Her time leading teams and projects in the region has earned her the titles of "Ambassador for Women who achieve" at the American Chamber of Commerce Abu Dhabi, President of Boeing Women in Leadership" for the MENAT region. Roula is also a key speaker at all women empowerment events in the MENA region.

Roula grew up in the United Kingdom and Syria and is fluent in both Arabic and English.

# Candidates for the 2019 Board of Directors

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## Candidate for the Position of Vice President - Membership



**Edgars Karklins**  
**MetLife**  
**American Business Member**

AmCham Dubai has a tremendous opportunity for boosting value for its members, particularly for large multinational members, that seek opportunities for advocacy and avenues for improving their operating environment in Dubai. This is what I would like to focus on.

Edgars is Head of Government Relations for the Middle East, Levant, Turkey, Russia & Ukraine for MetLife, one of the world's leading financial services companies. Edgars is also a board member of AmCham Dubai and Vice-Chairman of the Multinational Companies Business Group (MCBG). Edgars joined MetLife in 2013 in London, and in 2015, he was relocated to Dubai to establish MetLife's regional Government Relations team. Prior to MetLife, Edgars spent five years with Nomura's Public Affairs team responsible for representing the global investment bank's capital markets business interests in front of governments across Europe. He holds a Management Degree from Warwick Business School.

## Candidates for the 2019 Board of Directors

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### Candidates for the Position of General Board Member (**Select 5**)



**Janecke Aarnaes**  
**Dwight School**  
**American Business Membership**

Janecke Aarnaes is the founding Head of School at Dwight School Dubai, the fifth international campus of the Dwight School New York, an IB World School with a 147 year-long independent school legacy. She brings to Dubai over 24 years of educational experience. Prior to joining Dwight School Dubai, Janecke held the position as Head of School at Oslo International School (OIS) in Norway, another cutting-edge private K-12 co-ed IB World School. OIS is recognized by the College Board and is supported by the U.S. Office of Overseas Schools. Having started as a foreign language teacher, Janecke has worked within the private educational sector both nationally and internationally in Norway and Belgium before venturing into a UAE start-up.

Janecke has held progressively senior roles in the education sector, including seven years as Head of School at Sonans Oslo and a strategic project role as Business Development Manager at the Scandinavian School of Brussels (SSB), where she also served on the Board of Governors. She was also an Officer to the College of the EFTA Surveillance Authority in Belgium, a judicial inter-governmental institution in Brussels tasked with monitoring implementation of EU legislation. Her experience furthermore includes stints with private educational start-ups, such as the Sonans Privatgymnas, a Norwegian upper secondary school for adults, where she was founding Principal, and for performing a demerger at SSB that resulted in the founding of the Norwegian School of Brussels (DNSB).

Janecke is a respected board member of the ECIS, the Educational Collaborative for International Schools. She holds a post-graduate diploma in Leading Innovation and Change from York St. John's University in the United Kingdom and a bachelor's degree in Sociology and Anthropology, Political Geography and French from the University of Oslo in Norway. Furthermore, she has studied international relations in Paris and can communicate in eight languages including English, French, Norwegian, Swedish, Danish, Spanish, Italian and German.

Janecke moved to Dubai in August 2017 with her husband and two teenage sons to take on the inspiring endeavor of setting up the forward thinking International Baccalaureate school, the Dwight School Dubai. Founded in 1872 in New York, Dwight is now a leading international IB World School with campuses on three continents. Dwight is dedicated to igniting the spark of genius in every child.

# Candidates for the 2019 Board of Directors

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## Candidates for the Position of General Board Member (**Select 5**)



**Sura Al Alawi**  
**American Individual Member**

A strategic thinker with 20 years of Corporate Strategy, Business and Management consulting experience. Currently working for (Smartworld) a joint venture between Etisalat and Dubai South, established in 2008, a digital smart service providing leader enabling a futuristic digital economic growth as a Director of Strategy and Business Excellence, assessing and re-engineering current processes and digitation all functions. Also, the Board Secretary for Smartworld.

Relocated from the United States in 2014 where she resided in Columbia-South Carolina with husband and 13 years old twins.

Worked for 14 years for Blue Cross-Blue Shield of South Carolina, the largest health insurance provider that operates one of the most sophisticated data processing centers in the southeast with focus on process re-engineering, compliance and audit.

Born and raised in Baghdad-Iraq, completed a Bachelor degree in Computer Science from Baghdad University. Between 1998-2000 as part of the Finnish-Iraqi Joint venture for the United Nations Oil for Food Program, oversaw, presented and prepared project proposals, including financials for YIT and its partner companies i.e. Woodhouse International, ABB, Nokia , Printel and Cameron.

Earned an MBA with International Business focus from the University of South Carolina/The Moor school of Business with honors and possess in depth understanding of the Middle East and US markets and Multicultural Arabic/American background with native knowledge of both cultures and languages.

Joined AmCham Dubai, as a member in 2015 and been on the Board of Directors since Jan 2017. Had the vision to have a "Women's Committee" under AmCham Dubai, since joining as a member, co-founded "Women Connect" in 2017 to discuss and support various related topics, in 2018 became the chair for the Women's committee which plan to expand it more in 2019 to offer more value to AmCham Dubai members.

## Candidates for the 2019 Board of Directors

### Candidates for the Position of General Board Member (**Select 5**)



**Shamsa Al Falasi**  
**Citi**  
**American Business Member**

"As a general board member, I can be an independent voice speaking on behalf of financial institutions active in the UAE and working closely with American corporates that happen to be clients of Citi. I can add value to what ABC is trying to achieve, that is to enhance the collective voice of American businesses in the UAE and ensure they are well represented in private sector forums, as well as advocate on behalf of American business interests with various government circles as well as US government entities."

Shamsa Al-Falasi was appointed Head of the Global Subsidiaries Group ("GSG") for GCC & Iraq on 30th April, 2018, part of Citi's core client coverage group, based in the UAE.

GSG is an institutional client coverage group structured to serve Citi's clients uniformly around the world, and to originate and manage clients, across the totality of Citi's products and services. GSG has dedicated teams of coverage bankers located in more than 80 countries serving the regional and local needs of Citi's core multi-national customer base.

Prior to her current role she was GSG Head - UAE & Iraq since December 2015. She also performed duties as the Senior Business and Relationship Manager for MENAT region based in the UAE supporting MENAT Relationship Managers and Country Heads to ensure that they are on track to deliver plans.

Prior to being a Senior Business Manager, Shamsa worked across many geographies including:

Corporate Banking and GSG – Dublin, Ireland (Sep 2012/Jan 2014)  
Transaction Execution Group – London, UK (Feb 2012 / Aug 2012)  
Global Subsidiaries Group - Sao Paulo, Brazil (Feb 2010/ May 2010)

Shamsa started her career at Citi as a fresh graduate on July 4th, 2004.

Other short term experiences prior to Citi include: Commercial Bank of Dubai, Emirates Bank International, National Bank of Dubai, Emirates Airlines and Dubai Horse Racing Club.

Awarded by Citi CEO and His Highness Sheikh Dr. Sultan Bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah for being the best UAE national female banker in the UAE in 2013.

## Candidates for the 2019 Board of Directors

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### Candidates for the Position of General Board Member **(Select 5)**



**Abdulaziz Al Hammadi**  
**DAFZA**  
**President's Club Member**

Abdulaziz Al Hammadi is the Head of Marketing and Corporate Communications at the Dubai Airport Freezone Authority – DAFZA and has served as Board Member of AmCham Dubai. Al Hammadi joined DAFZA back in November 2014, and since then he worked in close collaboration with a high-level team to attract foreign direct investments to Dubai and develop various strategic tools and alliances to serve the purpose. His current focused fields at DAFZA are Islamic Economy, Innovation, E-Commerce, Multilateral collaborations, and partnerships. Al Hammadi is the Lead on 'Dubai Blink' project, part of 'Dubai 10X' initiative.

Al Hammadi has previously worked for Watani Al Emarat Inc. (A.K.A Watani Program) as Head of Marketing and Corporate Communication. He was also a TV Director at Dubai Media Incorporated where he was widely acknowledged as one of the Middle East's youngest TV directors, helming more than 400 hours for Sama Dubai. Al Hammadi graduated with honors from American University in the Emirates and holds a Bachelor's Degree in Law; he holds an FDI Leadership Program Certification from Dubai FDI and an Innovation Management Certification from the Global Innovation Management Institute.

## Candidates for the 2019 Board of Directors

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### Candidates for the Position of General Board Member (**Select 5**)



**Robert Mikhael**  
**Pfizer**  
**American Business Member**

Robert Mikhael is currently the Regional Director of Business Operations for Pfizer's Africa and Middle East Region Innovative Health business unit.

He started his career with Pfizer in 2003 when he joined the New York HQ as a Senior Projects Analyst within the Corporate Information Technology group.

He has held various positions of increasing responsibility over the years, prior to moving to the Middle East in early 2006.

Prior to his current assignment, Robert was the Regional Business Technology Director responsible for ensuring the effective use of business technology to help accelerate Pfizer's commercial objectives. His primary focus areas involve field force automation, operational excellence, mobility, digital tactics and business intelligence (data analytics).

Robert has a Bachelors Degree in Biochemistry from New York University (2001), a Masters of Science in Management of Information Systems (2004), a Masters of Business Administration (2011) from the Stevens Institute of Technology, a Masters of Applied Research Sciences from the Swiss Business School, is a certified Project Management Professional (PMP) and is currently completing Doctoral studies in business administration.

#### Contribution to organizational outcomes

As an American expat living in Dubai for a while now, and considering my involvement in various US Mission health-related outreach activities, I feel that I am well-positioned to provide actionable guidance, advice and consultation to US healthcare organizations. I have been a member of the AmCham for a number of years now, and co-chair of the previous Healthcare Task Force.