



## Soraya Sharif



Soraya Sarif is a Transformation and Experiential Learning Practitioner with over 18 years of experience in helping individuals and organisations shift paradigms. Soraya has a Master of Business Administration from Middlesex University and is a Certified Scrum Master, Master Facilitator, and NLP Practitioner. Her approach to creating desired outcomes is rooted in leveraging behavioural science for building the skills, mindsets, and behaviours required to support change while simultaneously creating comfortable, culturally sensitive, and

inclusive environments in which intellectual capital and social capital can flourish.

Soraya has designed and deployed high quality events, award-winning Intranets and multimedia installations, High Impact Communications Media, Customer Experience Programs, Employee Engagement programs, and Corporate Social Responsibility Programs. She has also managed content for various other internal and external campaigns in which she has helped her clients to align Strategic Planning with and Operational Excellence, while building High Performance Cultures. To date, she has had a lasting impact on over 22+ local and global financial firms including Goldman Sachs, ADIA, Citibank, and HSBC. She does this through a holistic approach in which Data Analysis, Policy Review, Communications Strategy, Leadership Development, and Cross Functional Design-Thinking and Collaboration are leveraged to support the Employee and Customer Experience and an Organisation's Transformation Journey as a whole.