

# Inspiring Reality. Sustainable Future

## What does being an Emirati woman mean to you?

Being an Emirati woman is a shield that was built by our late leader Shaikh Zayed and that flame remains and grants respect to all Emirati women. Pursuing modernization, we still carry our culture and tradition, and we take pride of it. Islam puts women equal to men and sometimes above men, and the UAE is the living example of this mission, and I am proud to be part of this journey.

## How has your heritage influenced your career to date?

From my childhood, my family hasn't influenced my choice of discipline or university. I chose to study the major of my interest based on my passion to technology.

The cultural factors that influenced my career choice include but are not limited to religion, personal relations, family responsibilities and the attitude towards networking, which is something that I overcame from the way my parents raised me.

Women have always had a great role in contributing to the Emirati family. From the willpower I learned from my ancestors; I want to ensure that I add value and contribute to my country to the best I can.

Also, experiencing the process of my father managing his business in dates packaging, from farming, harvesting, traditional packaging to then using faster and modern packaging technology that was offered by the government. I also see this in my daily life, as I do my current role in the IT Planning & Strategy. In my role I don't let the barrier of dressing, religion or beliefs affect my work life. Getting on the top of a huge vessel wearing a coverall & a pair of safety shoes has become a normal practice for me.

## Was it always your ambition growing up, to pursue a career in your line of work?

I always dreamt of being a leader in the field of Innovation, Technology, Business startups. And I know I can!

In my early age I was fond of gadgets like The Sony Walkman – as a



**My message to future Emirati women leaders: There are opportunities in all our daily experiences, grab your opportunity and leave a trail for your next generation.**



music lover owning my own Walkman gave me the wow factor as I was able to listen to my music anywhere anytime. Not to forget I had the first-generation cellphones in my early stages of life like Motorola & Nokia, this has always inspired me to find latest technology devices and information to satisfy my hunger for technology.

## Why do you think it's important more Emirati women take up careers within your specific field?

The field of Technology was always male dominant, but the hype now shows more women in this domain. I really encourage all my fellow Emirati women to explore and join the field of Technology, as this is the future where the world is heading.

## Who have been your role models and inspirations - career mentors and perhaps in your personal life?

My father has always been my role model and mentor. Whoever meets me and strikes a conversation with me immediately realizes that I am the daughter of a great man. He exposed me to countless experiences in life that have enlightened me, sharpened my skills & always taught me to keep a smile on my face no matter what I face during my day.

## Getting to know..



### Her Excellency Salma Fadhel Al Qubaisi

- President Al Qubaisi Holding, Abu Dhabi
- Berkeleyme & MS Voice of Global Women President - Abu Dhabi
- Board Member- The Investors Club
- Manager IT Planning & Strategy at ADNOC Logistics & Service

## How do you feel about the progress made so far and what are your hopes for the future?

UAE is a leading country in all domains of life. While studying my bachelors, we had an invitation to attend the UAE Government Strategy. Top ranked governments from around the world in different fields like Healthcare, Education, Governors, Municipality, etc. presented their success stories & exchange their experience with us. From that forum, I realized that our leaders are tapping heavily on developing our country.

Our leadership's innovation strategy aims to position the UAE among the world's top leaders of innovation and develop a mind-set that encourages experimentation and taking well-thought-out risks to achieve the goals of UAE.