

# Inspiring Reality. Sustainable Future

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

It means you are raised by a big Emirati family from rulers to neighborhoods, and to your own family. You have been guided and mentored all your life to be the best, aim big and work hard to achieve your dreams and most importantly that we are capable as Emirati women to achieve anything.

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

It definitely had an influence on my mind set, my grandmother was a very strong women, my mother worked hard to obtain her higher education and I am surrounded by strong Emirati women. The heritage plays a huge role to keep me grounded and authentic. I love the history of the UAE and our people, they worked hard to build and achieve. They are great role models, supporting and promoting coexistence and tolerance, whilst bringing minds together to achieve the best.

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

I never knew what I really wanted to do; however, I knew I was good at certain things. But where I am today is part of my journey in life, mistakes that helped me learn and people who guided me to what I would like to achieve and what is important to me. Which is an interesting journey, knowing that all my skills been honed to the place I am at today, making an impact through multiple startups to engage and enable governments and private sectors, to work efficiently and effectively together through a business model that ensures that businesses are embracing sustainability and that economic benefits are guaranteed in its business model.

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

It's a field of enormous impact, that makes a difference not only to the UAE and GCC, but also beyond the region with global reach. Women have the capability to view the big picture, foresee the demand and supply the needs for a better future with actions taken today.



**My message to future Emirati women leaders: You are capable, find your passion and just focus on making it your job. Find the challenge, find a solution, or develop it yourself. Invest in great ideas and take each day at a time.**



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

I will owe my journey to my own capability first, of self-awareness, healing and learning cycles to keep going and never giving up. It is important to embrace our authenticity and realize our skills and what we want to achieve and seek every source of information and experience to help us with our journey.

The late Sheikh Zayed had a huge impact on my beliefs, along with our president Sheikh Mohammed bin Zayed Al Nahyan and our Prime Minister and ruler of Dubai Sheikh Mohammed Bin Rashed Al Maktoum who not only allowed me to see the importance of vision, but see how hard work, can be fruitful and how we can amplify our impact with a strategic approach.

Mother of the UAE, Sheikha Fatima always played a huge role in my confidence in myself and other women around me, and my mother and women in my family are my biggest support.

## Getting to know..



**Alanoud Alhashmi**  
CEO & Founder, The Futurist Company

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

The future is challenging, it might be ambiguous, yet we are a nation of thinking, planning and working hard to make things happen. So, I am working and willing to work with any stakeholder who would like to look into the future and put hands together to make the future a better place for next generations.

I am happy to see our global approach, our government partnerships and relationships growing. Working with global brains, technology providers and experts - enriches our capabilities and objectives!