



Layla Al Bloushi

- Layla has gained excellent reputation as a trainer and coach in both government and private organizations in the United Arab Emirates. She has also run training courses on cultural diversity in Asia, Europe and the USA.
- Layla has proved that she is not the stereotype UAE National as she has always surprised her superiors with the hard work and high level of commitment, discipline and dedication. Her major strengths include excellent interpersonal communication skills, diagnostic and analytical mind, creative, self-motivated and fast learning.
- Layla started her professional career at an early age. Upon the completion of her high school in 1990, she joined the Center of Gulf Studies - a professional non-profit research organization associated with the New York Institute of Technology and the Gulf Institute of Management.
- In 1992 she completed the one year Banking Diploma from the Emirates Banking and Financial Studies and joined the Arab Bank in Dubai in the personal banking department. For five years 1992-1997, she gained an excellent firsthand experience in banking and customer service which presented her with an opportunity to be recruited by a leading international bank (HSBC).
- Layla was handpicked in the year 2000 to join the Credit and Risk Management team for Middle East as a Credit Risk Analyst in HSBC. During this period, she started her graduate studies at the Dubai campus of Wollongong University of Australia. She completed her Master of Business Administration (MBA) in 2003 and was the recipient of the Top UAE National Graduate Award.
- She moved from banking products to human resource management/ development (training and education). Being part of the regional training center of HSBC, Layla managed the training team of personal financial services covering the region. In this role, she was involved in designing and delivering

training courses in the UAE, Bahrain, Jordan, Lebanon, Oman etc. In addition, she oversaw managing the HSBC University program for the entry-level staff.

- In 2006, Layla was appointed as the Deputy Director General for HR and Finance at the Institute of Applied Technology (IAT) which is a government vocational education school with six campuses in the country.
- In 2008, Layla was fully accepted as a PhD candidate at the International School of Management in Paris and in January 2009, she resigned from her highly time demanding position to focus more on her doctoral studies and her own management consulting and training business.
- Layla is first UAE National female in the field of training and coaching. She is a certified Cross Culture trainer. Her first book "What's After High School?" was well received with more than 40,000 copies distributed for Government schools in the UAE (the second edition of the book is published in 2017). She is also the co-author of the Cultural Detective Arab Gulf.
- Layla has served as an adjunct faculty at a number of academic institutions including the University of Dubai and the Canadian University of Dubai.
- She has conducted training programs in many countries including the UAE, Bahrain, Oman, Qatar, Saudi Arabia, Kuwait, Jordan, Lebanon, France, Austria, Finland, China, Singapore, Hong Kong and USA.

Academic and Professional Qualifications

- DBA candidate, International School of Management, Paris (to be completed in December 2017)
- Master of Business Administration (MBA), Wollongong University, Australia (Dubai Campus) 2003
- Bachelor of Science (B.Sc.), Business Management, Ajman University, Ajman, UAE, 2001

- Banking Diploma, Emirates Institute of Banking and Financial Studies, Sharjah, UAE, 1992

Membership, Accreditation and Awards

- Member of International Leadership Association
- Certified Trainer, Cultural Detective
- Certified Trainer, Culture in the Workplace, ITAP International
- Certified Trainer, DISG (DISC), MTI, Germany
- Certified Coach for AMG (Mercedes Benz)
- Award of excellence for Top graduate UAE National in the Master degree. February 2004
- Shaikh Rashed Award 2005
- Various recognition and appreciation awards for voluntary social work and contribution

Clients and Projects

EADS, Borealis, Standard Chartered Bank, Abu Dhabi Chamber of Commerce and Industry, Abu Dhabi Businesswomen Council, Tusk Academy Germany, Mercedes Benz, MAN Trucks, French Chamber of Commerce and Industry Nancy, Abu Dhabi Police Department, ADNOC, Borouge, Royal Bank of Scotland