

# LEADERSHIP PROFILE

[amalrshabib@gmail.com](mailto:amalrshabib@gmail.com) | +971 56 140 1058

Dubai, UAE

[linkedin.com/in/amal-shabib](https://www.linkedin.com/in/amal-shabib)

---

## AMAL RAFIQ SHABIB

*Champion of corporate venture building and commercial sustainability*

*“The battle of companies does not come from their competitors, it comes from their internal structures, competencies and capabilities. To ensure the greatest outcome of this battle companies must transform internally.”*

Amal Rafiq Shabib is a performance-driven leader with broad international experience focused on transforming companies through digital, societal, and cultural disruptions. Amal is an expert in corporate transformation and lead's the firm's development of approaches to help organizations create the structural and behavioral groundwork for a competitive edge.

Amal's outstanding capability has been evident through her many roles where she modernized and ramped-up small-scale business operation. She expanded the corporate footprint into a regional marketplace, utilizing lean teams to drive a 4-fold uplift in revenue within 5 years. She also orchestrated vertical integration of successful start-up companies adding significant revenues and profitability.

Amal, has taken on the role of transformation leadership in several companies, helping companies transform from outdated companies to future-proof organizations able to sustain external complexities and change. She works with a unique methodology that focuses on the 3 Ps - People, Processes and Platforms – she was able to define, communicate, and align the organizations around what was important to achieve.

Amal's areas of expertise include offering a relentless focus on value creation and client engagement, she specializes in addressing complex corporate challenges relating to revenue, profitability, ownership structures, and the separation of family and management via strategic planning, restructuring, controlled performance, market innovation and the building of internal capabilities and adaptive culture.

Amal is the expert of digitizing corporations through onboarding the right people and systems, fundamentally changing how they operate and deliver value to customers. Another field of expertise for Amal, is the immense work she has done on culture change, working with organizations to continually challenge the status quo, experiment, and get comfortable with failure.

Fluent in the Arabic and English languages and able to converse in French, Amal holds an MBA from the University of California and a Bachelor of Science (Civil Engineering) from the University of Kuwait. She has executive programs with MIT (Organizational Design for Digital Transformation), Cornell University (Digital Transformation), and Harvard Business School (Leadership and Executive Management).