



Dr. HB: A game changer on a mission to Humanize Business

Dr. Hanane Benkhallouk is an award-winning entrepreneur, innovation strategist, published international author, and global conference speaker.

With over 20 years of a diverse and thriving career journey that began in New York City before moving to Dubai in 2005, Dr. Hanane has made significant contributions to various sectors. She currently serves as the Executive Director of Sustain Leadership Consultancy, an advisory firm that supports corporates, government institutions, NGOs, and SMEs in building human-centric business models and fostering cultures of innovation.

Dr. Hanane Benkhallouk is also the founder of twazoun, which means "balance" in Arabic, the ecosystem of balance aiming to engage global communities to work collectively towards a more balanced world by cultivating balanced people, societies, work environments, and planet.

Dr. Hanane has received numerous awards for her impactful work, including:

- **Visionary Award** at the Mastercard Women SME Leaders Awards 2024
- **Golden Titan of Africa Award** 2023
- **Woman in Leadership Award** 2018
- **Game Changer Award** 2019
- **Saphira Award** 2016
- Listed among the "40 Change Management Gurus You Must Follow in 2022"

She is renowned for her dedication to creating safe spaces for women to thrive and has pioneered multiple initiatives to accelerate gender balance in the region. These include:

- **Lean In Arabia:** founded in 2014, it was the first Lean In chapter in the GCC.
- **Link Women to Women Mentoring Program:** A program designed to empower women through mentorship.
- **Soroptimist international:** Founding VP of the first chapter in the Middle East region.

Dr. Hanane is also the author of **SEEDS of Change**, an Amazon best-selling book that provides insights and strategies for leadership and personal growth. Her thought leadership extends to contributions to prestigious publications such as Harvard Business Review, Forbes Middle East, and Stanford Social Innovation Review, where she shares her expertise on innovation, leadership, and social change.

Dr. Hanane's work reflects her passion for gender balance, innovation, and creating environments where women can succeed and thrive. She has supported over 5,000 entrepreneurs and served on advisory boards of various NGOs and SMEs. Her extensive publications and speaking engagements have positioned her as a leading voice in her field, inspiring many through her dedication and vision. As a thought leader, Dr. Hanane has contributed to prestigious publications such as Forbes, Harvard Business Review, and Stanford Social Innovation Review, where she shares her expertise on innovation, leadership, and social change.