

Dr. Laila Faridoon is the CEO of the New Economy Academy, a thought leader, public speaker, and author with over 20 years of experience in technology, innovation, and corporate management. In addition to advising corporations, she actively supports entrepreneurship by guiding startups and emerging businesses through their business transformation journeys. She has led major projects, including the Dubai World Challenge for Self-driving Transport and Expo 2020 initiatives, and served as Executive Director of the Chairman's Office at RTA Dubai.

Dr. Laila holds a PhD in Big Data Analytics from King's College London and was named one of the top 30 women leaders to watch in 2023 by the NYC Journal. A strong advocate for women in STEM, she also serves on numerous regional and international boards. She authored *Looking Forward to the Bright Side* and has earned multiple awards, including the Middle East Woman Leader in Corporate Management Excellence.