

A low-angle photograph of a man, Rana Nawas, standing on a balcony. He is wearing a black short-sleeved uniform-style jacket with white piping along the collar, cuffs, and down the front. He is smiling and looking upwards towards the sky. The balcony has a dark metal railing. In the background, there is a building with a blue-tinted glass facade and a sky filled with white clouds. The overall color palette is dominated by teal, black, and white.

RANA NAWAS

MEDIA KIT

Rana Nawas

ABOUT RANA

Rana left the corporate world after 17 years, having built a successful career in strategy and sales at McKinsey & Company, Dubai Government, and GE Capital.

Since then, she has been on a mission to inspire women of all backgrounds to shine through keynotes, advisory, workshops, and her podcast, When Women Win.

At GE, Rana headed the Women's Network for the Middle East, Africa & Turkey and led the charge in rewriting policies, championing pay parity, and helping women rise in their professional and personal lives. She leverages these experiences in her strategic advisory work to help clients get more women to the top.

Rana has been featured in the press, on the radio, and on television. Her articles have been published in Forbes, Huffington Post, Entrepreneur, The Tempest, and GQ Middle East. In her engaging keynote speeches and workshops, Rana weaves together data, insights and humor to inspire and educate in the areas of international business development, diversity, gender parity, women empowerment, and building a business.



HERMISSION

Rana is the creator and host of When Women Win, a platform and podcast where female role models from all walks of life share their inspirational stories and practical tools for personal and professional success.

The podcast topped the Middle East iTunes chart in its first season and is now listened to in 144 countries and has strategic partnerships across the world with the likes of Oliver Wyman, the United Nations, and Emirates Airlines supporting it. Emirates Airlines has started to air When Women Win on all flights through its ICE inflight entertainment system.

Rana is also the President of Ellevate Dubai, the region's largest business women's network. Since 2014, Rana has grown the network with a focus on connecting, growing and inspiring professional women through regular monthly events as well as a flagship forum.



RANA'S MEDIA FEATURES

VOGUE ARABIA LISTEN *Sparking a* REVOLUTION

When Rana Nawas launched her podcast, *When Women Win*, two years ago, she set out to change lives



Do you know that the most dangerous megacity in the world for women is Cairo? Not Delhi or Mexico City. Cairo! According to a 2013 study by the UN, 99% of Egyptian women have been sexually harassed." Less than an hour into a conversation with Rana Nawas, she is rattling through shocking statistics.

For Nawas – who was born in England to a Palestinian father and Lebanese mother – knowing such facts is now part of her job as an unofficial campaigner for women's rights in the Middle East and beyond through her podcast, *When Women Win*. "Female role models from around the world share their inspirational stories and practical tools and strategies they used to succeed," she explains. The podcast is currently the most downloaded one in the Middle East and, from May 19, it will also be available on all Emirates flights. Pretty impressive for something that started as a passion project.

Nawas spent a decade as senior vice president at GE Capital, is co-founder of Ellevote Dubai, a platform for professional women, and consults companies on gender equality in the workplace. She realized that younger business women all over the world lacked access to female role models and, after reaching out to Harvard professor Iris Bohnet for an interview, she decided to launch *When Women Win*. "I think I only heard about podcasts the day before my interview with Iris and suddenly I realized, I'd better start one and interview more people!"

When Women Win has since released more than 10 episodes within a month of its launch. Nawas was diagnosed with breast cancer a shock," she says. "I had to decide whether to keep the podcast or not, but the feedback from the early episodes was to stay the course." By the end of season one she was on iTunes Middle East, with people listening

With her cancer now in remission, Nawas continues to prevent sexism, promote women, and highlight that often go unnoticed. Her podcast offers an lineup of entrepreneurs and inspiring women. YouTuber Kristina Kuzmic, Emirati poet Afra Tessa Antony of Luxembourg, and activist Dr Afra is to impact millions of women and men all over the world. She's currently working on spreading awareness in markets, with Australia at the top of her list. "I'm a speaking professional to listen to *When Women Win* women I interview have so much experience, pe

Podcasters find niche audience in Arab world

Have takers even in conservative Saudi



Sinking in: Rana Nawas, right, the producer of *When Women Win*, with comedian Hatoun Kadi in Dubai. • AFP



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Hiburan

Salah satu 'selebriti' podcast yang terkenal adalah Rana Nawas. Ia sudah dua tahun memproduksi podcast berbahasa Inggris yang bertajuk 'When Women Win.'

Isinya tentang cerita sukses perempuan dari berbagai dunia.

Menurut data Apple, itu menjadi podcast paling didengar di seluruh Timur Tengah. Podcast itu bahkan akan diperdengarkan di setiap penerbangan Emirates Airline mulai bulan ini.

Di Timur Tengah sendiri, podcast itu bisa diunduh di 144 negara.



RANA'S PUBLISHED ARTICLES

Forbes



HUFFPOST



the Tempest

MIDDLE EAST
GQ





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