

# Meet the Candidate



## Lina Hussain

Rebate Assessor, Abu Dhabi Film Commission

### Profile:

My name is Lina Hussain. I am a media professional, and I am a current member of the CBC Abu Dhabi, having first joined in 2020 upon my return to the UAE. Having served as a board member from 2021-2022, I was able to contribute in the field of digital marketing to build and grow the social media platforms, and create more engagement online. As someone who has both studied and worked in Toronto, Canada and the UAE (Abu Dhabi & Dubai), I feel I am well versed to be able to contribute to the initiatives that the Canadian Business Council Abu Dhabi is currently taking part in across multiple sectors, as well as suggesting new potential initiatives that may be beneficial to the council.

### What contributions do you plan to make to the CBC Abu Dhabi if elected?

If elected, I am able to contribute in two separate fields:

- Digital Marketing - with my previous professional background of digital communications at Brunswick Group and H+K Strategies, I am able to provide guidance and assistance with social media strategies, content creation, event coverage and data collection, in order to inform the direction in which the social media content would create the highest traction and receive the most engagement.
- Event/Media - with my current professional background and passion around filmmaking, I am able to assist in the areas of events and event coverage, helping to plan and coordinate events and ensuring hired help are able to create successful and engaging coverage videos for marketing purposes (i.e., vox-pops, interviews, BTS, etc.)

# Meet the Candidate



## Irfat Muna

Former Senior Director, Majid Al Futtaim

### Profile:

Irfat Muna is an Executive Leader with Proven Experience in leading international teams, with 27 years of experience in multinational environment in (Aviation Construction, Infrastructure, Real estate Development), Her expertise in P&L, cash flow forecast, budget analysis had helped her in achieving the business KPI, Delivering strong market growth and revenue performance improvement. Internationally accredited. Held key executive and management positions in strategic developments. In her recent position, Irfat was a Senior Director, Member of the executive leadership team of Majid Al Futtaim (MAF) Properties in Dubai, had been a mentor for many years as part of the talent management program, as a Quality Assessor for SKEA she helped in Performance measurement, corporate governance, and organization structure assessment. She is a member of GCC Board of Director Institute, and an international member of Institute of Directors (IoD), UK.

### What contributions do you plan to make to the CBC Abu Dhabi if elected?

- Shape the future of CBC with long term strategic thinking
- Create new ways for the organization to be successful
- Take broad view when approaching issues
- Effectively building formal and informal relationship network inside and outside the organization
- Recognize the value that different perspectives and cultures bring to an organization
- Gaining the confidence and trust of others through honesty, and integrity
- Relating openly and comfortably with diverse group of people
- Painting a compelling picture of the vision and strategy that motivates and commits to others action.
- Create a set of long term financial goals
- Establishing explicit governing policies, to ensure that CBC have a clear plan for handling important parts of the organization's operations

# Meet the Candidate



## Nirmal Mull Vice President, Parsons

### Profile:

Nirmal Mull is an infrastructure and energy professional with a global experience of more than 25 years. Nirmal is Vice President of Strategy and Growth at Parsons has been an Abu Dhabi resident for over 10 years. Nirmal's experience includes leading and growing integrated teams of amazing people for business transformations, establishing solutions ecosystems and partnerships, business planning, business operations, and multi-disciplinary ventures across numerous countries and continents.

Before moving to UAE from Canada, Nirmal experience includes project finance and city development. Nirmal is a certified engineer licensed by Professional Engineers Ontario. During his time in Canada, Nirmal served as a treasury and advisor for India Canada Association.

Nirmal is passionate about nurturing human potential and harnessing the power of technology. Other interests include health and well-being. Nirmal graduated with a Master's from the University of Windsor and received his MBA from INSEAD.

### What contributions do you plan to make to the CBC Abu Dhabi if elected?

- Areas on contribution can include providing industry support for energy and sustainability
- and supporting communities of interest in the field of energy.
- Enhance awareness of the CBC's mission and engagement with Canadian and local businesses.
- Support alignment of growth objectives for businesses with government initiatives
- and vision plans.
- Support CBC events and activities.
- Support in growing the membership base.

# Meet the Candidate



## Ahmed Shehada

Managing Partner, Sadara Capital Financial Advisors

### Profile:

Ahmed Shehada is a highly accomplished senior executive with over 20 years of experience in Investment Banking and Capital Markets. He previously served as CEO of FAB Securities, the equity and debt securities arm of First Abu Dhabi Bank, where he successfully launched the firm's advisory and institutional coverage capability.

Currently, he is the Chief Investment Officer at SEE Holding, the owners of The Sustainable City Development franchise, where he is responsible for the company's investment activities. Ahmed is passionate about impact investing and driving positive change, and he is also the Chief Engagement Officer to the board of the Young Presidents' Organization (YPO), MENA One Chapter, where he is an active member and contributor. Ahmed holds a Bachelor of Science degree in Psychology and an MBA from the University of Manchester–Manchester Business School, and he has executive education from IMD, Harvard, and Wharton.

### What contributions do you plan to make to the CBC Abu Dhabi if elected?

As a member of the board of the Canadian Business Council, I am committed to promoting and enhancing Canadian business interests in the MENA region. With my extensive experience in investment banking and asset management, I can offer valuable insights and guidance to members of the Council. In addition, my strong interests in the environment and sustainability of social, environmental, and economic factors can help guide the Council in promoting responsible and sustainable business practices. As the Chief Investment Officer at SEE Holding, the owners of The Sustainable City Development franchise, I have firsthand experience in implementing sustainable and environmentally friendly business practices that can benefit Canadian businesses operating in the MENA region. As a mentor and non-executive board member, I can provide guidance and leadership to help Canadian businesses navigate local business practices and cultures, as well as help align their strategies with the global push towards sustainability. My financial expertise can also help businesses improve their operations and investment strategies, as well as evaluate potential business opportunities in the region. Furthermore, my experience in reviewing businesses, advising on start-ups, and guiding ventures in private equity and venture capital can provide a wealth of knowledge to Canadian businesses. I am committed to contributing my expertise and knowledge to help the Council and its members succeed in the MENA region. In conclusion, I believe that my extensive experience and expertise in the financial sector, combined with my strong interests in sustainability, can provide valuable contributions to the members of the Canadian Business Council. I am excited about the opportunity to share my knowledge and contribute to the Council's mission of promoting and enhancing Canadian business interests in the MENA region, while promoting sustainability and responsible business practices.

# Meet the Candidate



## Manhal Younes

Science Teacher, Abu Dhabi Grammar School (AGS)

### Profile:

I was born and raised in Hamilton, Ontario, and went to McMaster University in 2000–2004 for my first degree in Genetics and Biochemistry. I served in the Canadian Forces for 9 years as a Healthcare Administrator, becoming Officer Commanding of 23 (Hamilton) Field Ambulance, and was responsible for coordinating the materiel, 1000+ personnel, vehicles and equipment of all military field hospitals across southern Ontario. I went back to school to become a Certified Clinical Research Associate specializing in allergy and asthma in clinic, and then later did a double masters in New York in Biological Sciences/ Adolescent Education (2013). I have been employed as a science teacher in the UAE since 2015, and since 2017 at Abu Dhabi Grammar School (CANADA). I currently teach Grade 7 and 8 science full time, balancing curriculum and classroom management with professional development. I am an Ontario Certified Teacher in Good Standing, as well as Nova Scotia certified. I have been a Curriculum Leader in the Ontario private school system, and have extensive technological knowledge using Google Classroom and Microsoft products. I have created my own teaching website as an exemplar for my colleagues, and regularly advocate and contribute in pedagogical spaces. I speak, read, and write fluent Arabic, and have a working knowledge of French.

### What contributions do you plan to make to the CBC Abu Dhabi if elected?

As a member of this committee board, I understand the importance of trust, connections, networking, business, and opportunity in achieving our shared goals. If elected to this position, I am committed to contributing a successful plan that reflects these values and leads us towards success as a team.

First and foremost, building trust is critical to the success of any plan. I will work to establish and maintain trust with all stakeholders, including committee members, community partners, and business leaders. By fostering open communication and transparent decision-making, we can build strong relationships based on mutual respect and understanding. My experiences with education, health care, and the military will enable me to establish rapport and communicate fluidly with all participants.

In addition to trust, I recognize the importance of connections and networking in achieving our goals. As a member of this committee board, I will foster growth in community relationships and work to build new connections with relevant organizations and individuals. By expanding our network, we can tap into a new resources, expertise, and opportunities that will help us achieve our objectives.

When it comes to business, I understand that success requires a deep understanding of the market, industry trends, and the needs of our stakeholders. I will work to conduct thorough research and analysis to inform our decision-making and ensure that our plans are aligned with business objectives. By taking a strategic approach, we can maximize our impact and achieve our goals in a sustainable and effective way. By making these contributions, my aim is to strengthen the economic ties between Canada and the UAE, promote Canadian businesses and products, and create a more prosperous and connected business community in both countries. [Read more.](#)