



## BIOGRAPHY

“ Nezha empowers her community of women and millennials with a strong message  
Be Who You Want To Be.

A movement that inspires us to accept ourselves and embrace the different aspects of our life successfully by achieving our goals and dreams with drive and determination.”

### SOCIAL INFLUENCER, SOCIAL INNOVATOR, IMPACT INVESTOR

Nezha Alaoui is a Moroccan entrepreneur who empowers women and youth to develop into strong, inspiring leaders through a number of successful initiatives. She imbues her work with a core philosophy “Be Who You Want To Be” supported by her recently released book on leadership.

Her publications, exhibitions and fashion collections have all reinforced her objective as a “Global Advocate for Women and Youth Empowerment and Leadership.”

Through her missions in Mozambique, Ethiopia, Senegal, Mauritania and Haiti in 2011 for the United Nations World Food Program under Secretary General Ban Ki Moon; Nezha has developed a special understanding and close relationship with African communities, especially youth and women in the developing world. These

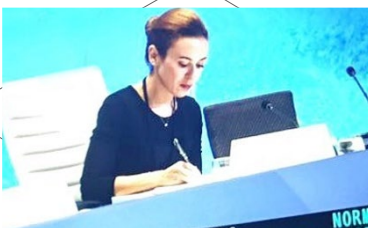
experiences inspired her to create the Mayshad Foundation. The Foundation exists to strengthen communities through education and entrepreneurship.

The US-based organization has been operating in Africa since 2014, implementing programs and offering solutions that meet the 17 Sustainable Development Goals (“SDGs”) adopted in 2015 by the United Nations including 193 countries and 8 major groups with a special focus on vulnerable women and youth.

Nezha is a tireless and vocal advocate for women and youth leadership, amplifying their voices to address their often-overlooked needs. She is a consistent participant in conferences and panels throughout the world, spreading the word on causes she supports.

Through the Mayshad Foundation, Nezha hosts conferences and events which bring together policymakers and other leaders to build awareness and implement strategies to achieve the Sustainable Development Goals.

Nezha and her teams have created an international presence with offices in Rabat, Paris, and New York.



### EDUCATION

Harvard Business School, Executive Education: Leading & Building a Culture of Innovation; Boston, MA, (2018)

American International Intercontinental University in London (BA, International business - 2005)

Les Roches, International school of Hotel Management, Marbella; Spain (2002)

American School of Tangier; Morocco (2000)

High school at Étienne Brule, French private high school in Toronto; Canada (1999)

High school at Descartes, French private school in Rabat; Morocco (1998)

## PUBLICATIONS

2018, Nezha Alaoui. *Be A Leader: Be Who You Want to Be*. Post Hill PR, 2018.

2015, Nezha Alaoui. *Women, Secret of Saharian Morocco*. In Collaboration with Emmanuel Dierckx de Casterlé - Former United Nations Representative in Morocco

2013, Nezha Alaoui. *Saharian Morocco: Land of Inspiration*. Le Cherche Midi, 2013.

## AWARDS

2018, Awarded by the Crans Montana as a “Future Leader” among many other international leaders in Geneva.

2018, Nominated for the Emirates Woman of the year award as a recognition for her work as a social influencer, innovator and Impact investor.

2018, Participated at the Wayfinder conference and workshops in Istanbul along with participants from 31 countries.

2017, Awarded by civil society in Morocco for her work as a social innovator through the Mayshad Foundation programs.

2016, Awarded from the ALL Ladies League and Women Economic Forum as one of the “Iconic Women who are creating a better world”.

2015, Butterfly Mark powered by Positive Luxury as a recognition of Maison Mayshad socially responsible approach and importance given to craftsmanship, design and customer service.

## EVENTS PARTICIPATED

 Motivator speeches  Philanthropic actions

**April 26th, 2019:** Spoke at the Global Women Summit in Casablanca, Morocco, as part of the “Leading and Empowerment” panel.

**April 23rd, 2019:** Leadership workshop at Al Akhawayn University in Ifrane, Morocco.

**April 10th, 2019:** Launched Mayshad Mag Arabia, a new advocacy platform for youth leadership in the MENA region.

**April 9th to April 11th, 2019:** Guest Lectured at Emory University in Atlanta, Georgia, sharing her leadership experience with Emory students and Mayshad Emory Chapter members.

**March 25th, 2019:** Attended Fashion Trust Arabia's closing ceremony as an executive committee member at Doha, Qatar, where five Arab designers were awarded the FTA prize.

**March 8th, 2019:** Hosted female leaders circle lunch at Dar Mayshad, highlighting each one's successes and accomplishments.

**December 13th, 2018:** Organized an info session and cocktail party to introduce the Moroccan designers participating at the Fashion Trust Arabia Prize.

**November 22nd, 2018:** Participation of Mayshad Foundation's team at the 2018 MENA Youth Capacity Humanitarian Action at Doha, Qatar.

**November 15th, 2018:** Held Mayshad's Annual conference at UNESCO headquarters in Paris, under the theme « The involvement of private institutions in the development of African communities through education, women's entrepreneurship and social innovation».

**October 12th, 2018:** Nomination on the board of The executive committee of the 2018 Fashion Trust Arabia Prize.

**October 9th, 2018:** Leadership workshop at Suffolk University.

**October 4th, 2018:** Leadership workshop at Columbia University.

**September 26th, 2018:** Spoke at the Women Leadership Summit at NYC as part of the United Nations Assembly.

**September 11th, 2018:** Leadership workshop at Emory University.

June, 2018: Mayshad Foundation organized its first festival in Marrakech, Morocco.

Through several events and activities dedicated to Art and Culture, the festival was a key event celebrating the richness and diversity of the Moroccan culture. The highlight of the week was a 30 piece orchestra classical musical performance in the desert led by the conductor of the NY Metropolitan Orchestra.

April, 2018: In order to implement innovative social action projects, Ms. Alaoui was received in Thies in the region of Tivouane fief of Tijania by Mrs. Seynabou Gaye Toure, President of the department and together they assessed local communities needs.

February, 2018: A social project in the region of Outline in Guelmim where the Mayshad Foundation celebrated local music and culture while helping a local argan cooperative by structuring their business and empowering them. The argan cooperative production integrated the Mayshad Label Program.

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**November 12-14th, 2017:** Spoke in Doha at a conference sponsored by UCLA's Center for Middle East Development. In her remarks, reinforced her advocacy by contributing to topics impacting today's world, including:

- The role of women in the global economy.
- How entrepreneurs can solve migration issues.

**September 18-19th, 2017:** Spoke at the Concordia Summit in New York as an advocate for change and Founder of the Mayshad Foundation. Dialogue on the Risks and Rewards of the financial achievements of the Sustainable Development Goals.

**June 24th, 2017:** Spoke at the Women Global summit about business empowerment and how women can become successful entrepreneurs.

March 8th, 2017: Launched the Mayshad Foundation action plan for 2017. It consists of

working with 20 women cooperatives for the development, distribution and export of their production under the Mayshad Foundation couscous label program.

**May 19-16th, 2016:** Spoke at the Women's Economic Forum in India to women from 108 countries on « How to live our best life ». Received award from All Ladies League and Women Economic Forum as one of the « Iconic Women who are creating a better world for all ».

**December 25th, 2015:** Launched the Mayshad Woman Mag in Morocco. The Mayshad Woman Mag counts an audience in the Mena region, the US, Canada and African countries.

December 6-7th, 2015: Together with the Polish Embassy, engaged in social action in Tata, Morocco, launching the Women Empowerment Program for cooperatives that produce Couscous.

November 27th, 2015: Published her book on Saharan women leaders, entitled Women, Secret of Saharan Morocco. In Collaboration with Emmanuel Dierkx de Casterlé-Former United Nations Representative in Morocco.

November 4th, 2015: Launched her Social Action Plan for Orascom Group by Mayshad Foundation, in Tantan, Morocco.

**October 19th, 2015:** Officially launched the Mayshad Woman Club, through a networking lunch with business women from Arlington, Virginia.

**The Message:** How we can connect and support one another as we nurture the spirit of entrepreneurship and the importance of education, cultural diversity, tolerance and social responsibility for the next generation of women and girls.

**October 18th, 2015:** Spoke at the Georgetown University Women's Institute of Leadership. (Carrying the Strong message of "Be who you want to Be").

May 18th, 2014: Created the Mayshad Foundation Morocco branch.

November 28th, 2014: Created the Mayshad Foundation in New York.

July 6th, 2014: Social action in Tata, Morocco organized by Mayshad Development.