



NEZHA ALAOUI

ENTREPRENEUR, AUTHOR AND
ADVOCATE FOR WOMEN'S DEVELOPMENT

Founder and CEO of The Mayshad Group, a women centric comprised of enterprises, dedicated to leadership, development, diversity and inclusion.

Nezha is a global advocate for the economic empowerment of women with an active community of 1.6M.

She hosts conferences and events, bringing together policymakers, corporate leaders, and activists to build awareness and implement strategies to reach the United Nation's 17 Sustainable Development Goals (SDGs).

Nezha runs Women CHOICE, a New York based agency working closely with brands, corporations and institutions to implement diversity and inclusion initiatives and campaigns.

She recently wrote and published "Be a leader" at Post Hill publishing, a book on the 12 fundamental values of leadership.

Nezha's newest venture in Tech, 'CHOICE', is a natural step forward in the evolution of the Mayshad Group, an innovative, next generation social network platform for women executives and founders.



PUBLICATIONS

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

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

2013 Nezha Alaoui. *Saharan 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 recognition for her work as a social influencer, innovator and impact investor.

2018 Participated at the Wayfinder conference and workshops in Istanbul among participants from 31 countries.

2017 Awarded by the Civil Society in Morocco for her work as a social innovator through 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 recognizing Mayshad Collection's socially responsible approach, craftsmanship, design and customer service.

EDUCATION

Harvard Business School, Executive Education: Aligning Strategy & Sales ; Boston, MA, (2019)

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

American International Intercontinental University, BA International Business, London (2005)

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

EVENTS



ADVOCACY

January 2020 Launch of 100 networking events Women CHOICE in New York

September 2019 Signed a partnership with the Canadian embassy to fund the Mayshad Cooperative program, local initiatives that train, equip, and optimize production processes of women-owned cooperatives in the south of Morocco.

May 1, 2019 Launched Women CHOICE signature D&I event series in NYC

April 26th, 2019 Speaker 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.



SOCIAL IMPACT

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 Speaker 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 the 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, Nezha 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 Toutline 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.

November 12-14th, 2017 Speaker in Doha at a conference sponsored by UCLA's Center for Middle East Development. In her remarks, Nezha reinforced her advocacy by contributing to topics impacting today's world, including: "The role of women in the global economy," and "How entrepreneurs can solve migration issues."

September 18-19th, 2017 Speaker at the Concordia Summit in New York as an advocate for change and President of the Mayshad Foundation. Addressed the risks and rewards of the financial achievements of the Sustainable Development Goals.

June 24th, 2017 Speaker 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 consisted 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 Speaker 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 Saharian 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 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 can we 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 Speaker at the Georgetown University Women's Institute of Leadership, delivering the 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.