

Empowering Women in Leadership Roles

Dr. Maha M. Ibrahim

Director, Human Capital Department

Acting Director, Strategy & The Future Department

Chief Officer of Happiness & Well-being

Etihad Water & Electricity

TRANSFORM Virtual Event
The Evolving Future of Leadership and Project Management

Gulf Downstream Association presents

TRANSFORM Virtual Event

The Evolving Future of Leadership and Project Management

22-23 FEB 2021

www.gdaconference.org



"We highly appreciate and value the role of women, their leadership, and their outstanding contribution to the nation and community service in various fields". H.H. Sheikh Mohammad Bin Zayed Al Nahyan, Crown Prince of AD

- In the UAE, women are largely employed within the public sector, where they hold 66% of government jobs, 33% of leadership positions, and 30% of the UAE Cabinet.
- Women's presence within the public sector can be attributed to different factors such as, government providing better benefits, higher salaries, and flexibility.

Empowering Women in Leadership Roles in Etihad W&E



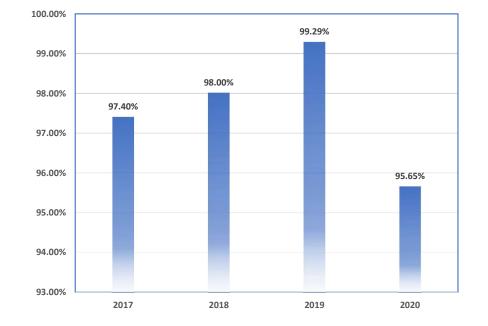
- Etihad W&E (FEWA) provides electricity & potable water for Emirates located at the Northern part of the UAE.
- ➤ Total Number of employees is more than 2800 distributed among 6 regional areas.
- ➤ Women holds more than 60% of leadership & supervisory positions and 49% of engineering & technical roles.





Lead the restructuring and transformation project of HCD in 2015 which lead to achieving positive results in many areas during the past 4 years:

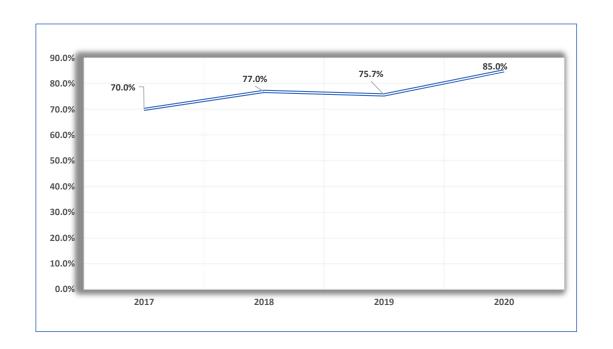
HR Overall Performance







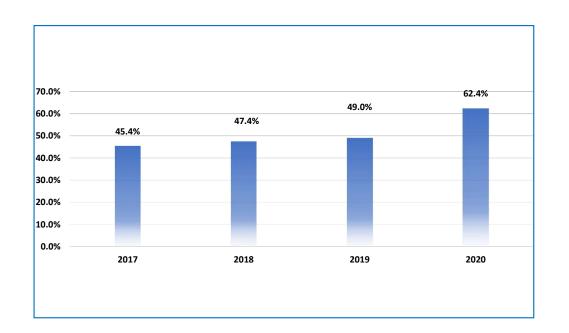
Increase the level of employee satisfaction/happiness







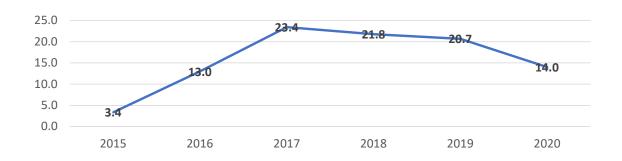
Increase the level of Emiratization among (Etihad W&E/FEWA);







Increase No. of training and development hours/per employee





Strategy & the Future Department Achievements



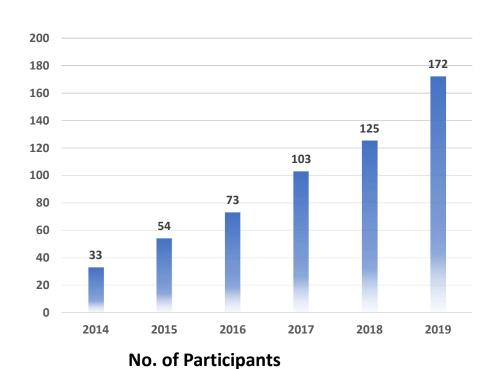
▶ Developing FEWA (Etihad WE) Strategies



Strategy & the Future Department Achievements



➤ Establish FEWA Excellence Medals Scheme with steady a positive trend during the years 2014-2019



2019
2018
2017
2016
2015
2014
9 15 16 25

No. of Winners



"A true leader does not derive power from his position, but from his ethics, from people's love for him, and from his knowledge, education and excellence in his field of work."

HH Sheikh Mohammed bin Rashid Al Maktoum

Thank You

I would be happy to answer your questions



https://www.linkedin.com/in/maha-ibrahim

maha.mohammad@etihadwe.ae

Gulf Downstream Association presents

TRANSFORM Virtual Event
The Evolving Future of Leadership and Project Management