



It won't be wrong if we say, since the beginning of everything, women are adding colors to the society with their shades of strength, love, sacrifice and courage. For sure, the role of women today somewhat changed significantly, but definitely for the betterment. Women are now self-sufficient, well aware and financially independent. They have attained immense success in every field, whether it is sports, politics or academics. Gender equality is of paramount importance nowadays and every country is rushing to minimize the gender gap, and the UAE is no Different, as it has put immense efforts towards women empowerment and performs better on metrics of gender equality than many other states in the Gulf region. Giving the above text a figure, the UAE has ranked as a leading country in gender equality in the region, according to the World Economic Forum's 2021 Global Gender Gap Report. This achievement comes from the fundamental belief that women and men are equal partners in society. As women are playing an increasingly stronger role in business, government and STEM fields. So as the status of women has improved over the years.

Among any other issue related to women, safety of women is always a questionable thing for almost every country, leaving this behind, Abu Dhabi in fact the entire Arab Emirates indeed very safe for women. According to recent reports, the UAE is one of the world's

safest countries. The numerical analysis states that almost 96.1 percent of women feel safe here. Women can take a walk around the city after sunset without any fear. To celebrate the ever-rising achievements of women it has dedicated the day of 28th August, as observes Emirati Women's Day, aims to hail the efforts of Emirati women who play different roles; from a mother to a pilot and a leader and lead in building the nation.

While the literacy rate of both women and men collectively in Abu Dhabi and the whole UAE is close to 95 percent, today, more women than men complete secondary education and enroll in university and post-graduate institutions. Emirati women occupy 75 percent of all positions in the education and health sectors and learnt to match strides when it comes to achieving the impossible, a word that the UAE does not consider part of its lexicon.

Women Entrepreneur in this issue is introducing a list of 'Top 10 Women Leaders in Abu Dhabi - 2022', who have contributed to the growth of fashion industry in India. These young women have risen to top positions in their job and their stories will be a true motivation to women all over the world, those who want to chase their dreams. The following list has been prepared after being closely scrutinized by a distinguished panel of judges including CXOs, analysts and our editorial board.

TOP 10 WOMEN LEADERS IN ABU DHABI - 2022

MANAGEMENT	COMPANY	DESCRIPTION
Ausra Cirkelyte, Founder & CEO	King Of Sleep Abu Dhabi kingofsleep.net	A pediatric sleep consultant, coach parents of young children who are struggling to sleep through the night and helps tired, depressed, lost and frustrated parents by creating a step-by-step action plan and guide them through it
Barbara Farahnick, Founder	The Art Circle Abu Dhabi theartcircle.ae	She is a member of the New York University Abu Dhabi Art Gallery Advisory Circle and is committed to the local music community, and provides a platform (charitable venture) for young aspiring musicians residing in the UAE
Priya M Nair, Founder (ZWAG) & CEO (DOUKANI)	Doukani Abu Dhabi doukani.com	She holds a Master's in Mass Communication and an MBA in Strategic Leadership and Management from the University of Wolverhampton, UK, a qualified digital marketing professional, and also a vocal Diversity and Inclusion advocate
Racha Moukayed McClelland, Managing Director	Howden Guardian Insurance Brokers Abu Dhabi howdengroup.com	She upholds an enduring commitment with each of her employees, enabling them to perform together as a single and comprehensive unit
Ranya Zaben, Founder & CEO	The Truth of Lyfe Abu Dhabi akyasi.com	A certified life results coach, helping others move outward and forward by going deep within themselves to discover their hidden gems
Raquel Rodrigues Co-Founder & Managing Director	Fit & Flex Wellness Studios Abu Dhabi fitnflex.com	A focused leader having genuine interest in improving people's relationship with exercise and real food
Riya Margaret Zacharia, Director- Strategy & Performance Improvement	Secure Engineering Abu Dhabi secure.ae	With her in-hand experience and vast knowledge, she has created, designed, and implemented successful HR & OD programs for the development of the firm
Rosie Seldon, Managing Director	Digital Qube Abu Dhabi digital-qube.com	Aspiring to cement her legacy in the global digital marketing domain
Sarah Yousef, Co-Founder	De L'Arta Abu Dhabi delarta.com	She has obtained a B.A with a double major in English Literature and Communication Studies, and as a testament to her rich experience in branding and brand management, she has produced tangible results through consulting for startup initiatives in the UAE and Gulf region
Sunitha Edward, Co-Founder	Arrow Head Design Studio Abu Dhabi arrowhead.ae	An MBA graduate, working actively for women's empowerment and an expert in project management, with a wide experience in various domains of the industry. She is also an active member of the Dubai Business Women Council



Women
Entrepreneur
India *Top 10*
**WOMEN LEADERS
IN ABU DHABI 2022**



**ROSIE SELDON,
MANAGING DIRECTOR
DIGITAL-QUBE.COM**

Under her guidance, the company's relentless focus on providing the best strategic marketing and digital experience has resulted in phenomenal growth for the agency.

**ALWAYS MAKE SURE
THAT YOU HAVE A
PLAN AND ENSURE
THAT YOU KNOW THE
RISKS THAT YOU ARE
TAKING**

ROSIE SELDON

A CHANGE-MAKER WITH AN UNWAVERING PASSION TO PURSUE QUALITY

Digital Qube, Digital Marketing Consultancy is a pioneering business that is a trail-blazer in the global digital marketing space. To cater to the varied requirements of their clients, the company has created a diversified service portfolio that includes strategic marketing and planning, branding and digital design, website creation, website usability, email marketing and online advertising, content marketing, search engine marketing, and social media marketing. Apart from this, Digital Qube also has a training vertical where the firm offers social media training, corporate workshops and strategy, and customer experience labs to name a few. Rosie Seldon is the brains behind Digital Qube and this industry veteran has over two decades of industry experience working for industry leaders such as HSBC and Lloyds. Her expert guidance and commitment to never compromise on the quality of their offerings have been the primary catalysts behind the company's sustained success in the industry.

In an exclusive interview with WOMEN ENTREPRENEUR, Rosie shares more insights into her professional journey and her rise to success in the industry.

TAKE US THROUGH YOUR EARLY EDUCATIONAL JOURNEY AND PRIOR INDUSTRY EXPERIENCE THAT YOU BRING TO THE TABLE. WHAT MOTIVATED YOU TO FORAY INTO A FIRM THAT PROVIDES DIGITAL MARKETING SERVICES?

In terms of qualifications, I studied at Bristol University which is a beautiful university in the West of England. I met some amazing people including my husband! At that time, Digital Marketing didn't exist! So, I did a Marketing Diploma straight after university. It took three years at night school but was a really great introduction into strategic marketing, analysing campaign results and how to deal with people management.

When I left university, I decided to go into advertising. A dynamic advertising guru wowed us with a presentation at our university about what is it like to work in the fast-moving field and I was sold! But the world was changing fast and I quickly discovered that there was a new thing called the INTERNET, and people were starting to build their first ever websites.

Within a few months of leaving university, the dot com boom was in full swing. And I jumped on the bandwagon joining a fast-moving internet company. Then, my husband was invited to work in Silicon Valley and so went with him to check it out. It was a time boom and bust in California! One year later, many of the first startups crashed! Only the fittest survived.

Luckily, I landed a job in a bank, building their first ever Digital Fund and Share Trading platform.

The company grew rapidly and I managed the digital marketing. It took London by storm through a series of acquisitions and became number one within the market place within two years. However, the competitors quickly caught on and the global banks wanted a piece of the online action!

WHAT ARE SOME OF THE MOST CHALLENGING ASPECTS OF YOUR ROLE AS THE MANAGING DIRECTOR AT DIGITAL QUBE DIGITAL MARKETING CONSULTANTS? HOW DO YOU OVERCOME THEM?

Starting a company is much harder than what people think. You literally have to be able to turn your hand to every field and aspect of the business. You have to wear the hat of the CFO, the HR Director, the lawyer, the Marketing and Sales Manager and the Head of Project Management!

It starts off as an exciting experience, but then it can become overwhelming. You have to take big risks, particularly financially, and invest in people mostly by looking at their potential. Also, you have to take risky business decisions without knowing if you will cover your costs!



HOW HAS YOUR PAST INDUSTRIAL EXPERIENCE HELPED YOU IN YOUR CURRENT ROLE AS THE MANAGING DIRECTOR AT DIGITAL QUBE DIGITAL MARKETING CONSULTANTS?

When I arrived in the UAE, and the Middle East, I really wanted to share my experiences from London with the companies out here. In London, working with HSBC and Lloyds, I had done some really inspiring projects. Designing digital services from the customer's point of view, rather than the IT Team's was a novel approach. I led the Digital Experience team that was able to increase revenues by over a million pounds a month by running Digital Experience and Usability projects.

When I arrived in the UAE, I also noticed that there was a huge skills gap in the region. They desperately needed people with strong digital marketing, and website skills. Experts in digital project management was also lacking. First and foremost, we really wanted to focus on having quality digital consultants who can get on the same wavelength of the client.

WHAT WAS ONE MILESTONE THAT GAVE YOU UTMOST SATISFACTION IN YOUR CAREER?

Shortly after I arrived in the UAE, Google contacted me and asked me if I could be a trainer for their Digital Training Academy. Working with Google in Milan, Madrid, Bucharest, Dubai, Abu Dhabi, Ethiopia, Belgium and Amsterdam, has been amazing and I've been able to share my knowledge with my clients and team. This is something that I take great pride in.

WHAT ADVICE WOULD YOU GIVE TO BUDDING ENTREPRENEURS?

My advice is, that whilst it's important to 'believe in yourself' and what you are doing, you really have to make sure that you have the skills to handle the business as well. Don't wing it and always keep a very strong eye on the financials. Always make sure that you have a plan and ensure that you know the risks that you are taking. Another important facet is to do a test pilot before fully investing in any new service or product.