



# 35 INFLUENTIAL WOMEN IN HOSPITALITY





## Nada Alameddine

*Partner*

Hodema Consulting Services, Lebanon

"One of the biggest challenges is how to be tough in a male-dominated industry, without coming across as being difficult. Skillfully state your opinion without being obstinate and put in the time to see matters through. Be willing to go where the opportunities are and remain flexible to ensure success.

Women are very detail and customer-oriented, which adds value to any proposition. This means your quality of service and reliability must be on the money. Success stems from focusing on your product, employees and your target market."



## Hala Matar Choufany

*President, Middle East, Africa & South Asia*

HVS

"Women have the innate ability to succeed in both raising a family and excelling at work, therefore finding the right balance becomes crucial.

Unlike the misconception about gender advantage, I believe that success is achieved through an individual's ability to develop soft skills, demonstrate empathy, increase self-awareness, recognize cultural dimensions and adapt to contextual dynamics."



## Youmna Ashkar Chedid

*General Manager*

Fulcrum - LBACC

Rafic Hariri International Airport, Lebanon

"My advice would be to be passionate about your job and surround yourself with likeminded individuals who share that same passion and commitment. Cultivate a positive work environment!

I do not see any specific advantages a female in the hospitality industry brings. Every individual has different strengths and weaknesses. To be successful, it's important to continuously self-assess your own performance and strive to be better every day."



## Lidija Abu Ghazaleh

*Founder*

Lidija's Kitchen, UAE

"Trust your intuition. As a woman, it's been crucial to find my unique voice and let it be the driving force behind creating engaging content. In other words, always be in touch with that voice.

I believe that forging emotional connections is something that women do quite well. Establishing these connections throughout my work has helped pave the way for compelling storytelling."



## Sarah Hawilo

*CEO*

serVme, UAE

"Don't fear starting a business, even if it is not within your realm of experience. Surround yourself with talented people who believe in the company's vision and are persistent and passionate. I make no gender distinctions as I believe women offer equal and different advantages to men. I also believe that having professional diversity across the company such as gender, nationality, age and others is advantageous to the overall business, people and culture."