

MENA Women's Economic Empowerment Conference

Speaker Biographies

Diane Farrell, Deputy Under Secretary for International Trade
International Trade Administration (ITA)

Diane Farrell is the Acting Deputy Under Secretary for International Trade. In that role, she oversees the daily operations of the International Trade Administration (ITA), which has an annual budget of \$483 million with approximately 2,100 trade and investment professionals—based in more than 100 U.S. cities and 70 markets around the world.

She most recently served as the Deputy Assistant Secretary for Asia, where she was the principal advisor to the Assistant Secretary for Global Markets on all matters concerning international economics, trade, investment, and commercial policy programs and agreements with respect to Asia. In this role, she also oversaw the planning and execution of Commerce commercial diplomacy and export promotion strategies at United States Missions in Region Asia.

Greta C. Holtz, Ambassador
U.S. Embassy in Doha, Qatar

Ambassador Greta C. Holtz is a senior, career U.S. diplomat with extensive experience in the region. Ambassador Holtz previously served as Senior Advisor in the Bureau of South and Central Asian Affairs, in May 2019. Prior to this, she has served in senior positions including the U.S. Ambassador to the Sultanate of Oman from September 2012 to December 2015 and the Minister-Counselor for Provincial Affairs at the U.S. Embassy in Baghdad from 2009 to 2010. She also served as the Deputy Assistant Secretary of State for Public Diplomacy and Strategic Communication in the Bureau of Near Eastern Affairs from 2010 to 2012. Additional overseas assignments include postings in Saudi Arabia, Yemen, Tunisia, Syria, and Turkey. At the State Department, Ambassador Holtz was the Director of the Middle East Partnership Initiative, the State Department's Coordinator for the Organization for Security and Cooperation in Europe (OSCE), and a Senior Watch Officer in the State Department's Executive Secretariat's Operations Center.

Professor Chedly Abdelly, Director General
Tunisia's National Agency for the Scientific Research Promotion (ANPR)

Professor Abdelly has served as Director General of the ANPR since November 2017. The ANPR is a recently created government agency whose main mission is to provide services to professionalize the management of research activities within the framework of an effective and equitable partnership with socio-economic operators. From 2011-2017, Professor Abdelly also

served as the General Director of the Biotechnology Center of Borj Cedria. In 2016, he received the Presidential Award for Best Researcher in Biotechnology and in 2018 he won the Presidential Award for the best laboratory in terms of scientific publications. He is also an Active member of Tunisian Academy of Sciences, Letters and Arts.

Steve Gardner, Chief Counsel
Commercial Law Development Program (CLDP)

Steve Gardner is Chief Counsel for the Commercial Law Development Program (CLDP) of the U.S. Department of Commerce. CLDP improves the legal environment for business worldwide by helping countries revise and update their laws, regulations and business practices in a manner that encourages market-driven trade and investment and levels the playing field for US companies overseas. Mr. Gardner began his service at CLDP in 1997 by working with countries in Eastern Europe. Today he directs CLDP programs that span the globe. He has played a key role in designing, managing and evaluating technical assistance strategies on the full range of issues that CLDP addresses, including WTO commitments, project finance, intellectual property rights, judicial capacity, infrastructure, procurement systems, ethics, alternative dispute resolution, standards, anti-corruption, energy, and telecommunications.

Minna Moezie, Patent Attorney
USPTO Office of Policy and International Affairs

Ms. Moezie began with the U.S. Patent and Trademark Office (USPTO) in 1992 as a pharmaceutical patent examiner. In 2000, she became a Supervisory Patent Examiner in an art unit examining pharmaceutical patent applications. Ms. Moezie moved to USPTO's Office of Policy and International Affairs (OPIA) in 2002 to work as a patent attorney, handling a variety of international intellectual property policy matters. In 2006, she accepted a position as the Regional Intellectual Property Rights Attaché at the U.S. Embassy in Cairo.

Jennifer Blank, Attorney-Advisor (IPR Enforcement)
USPTO Office of Policy and International Affairs

Ms. Blank is an Attorney-Advisor in the Office of Policy and International Affairs at the U.S. Patent and Trademark Office (USPTO). Her portfolio includes Eurasia, Europe, and Canada. She also specializes in issues surrounding trade secret protection. She is responsible for intellectual property policy, support of the development and maintenance of effective intellectual property regimes, and capacity building and technical assistance programs. Ms. Blank works closely with police, prosecutors, border enforcement and the judiciary, both in the U.S. and overseas. Ms. Blank acts as a subject matter expert in negotiations of U.S. free trade agreements.

Susan Anthony, Attorney-Advisor (Trademarks)
USPTO Office of Policy and International Affairs

Susan Anthony is an Attorney-Advisor in the USPTO's Office of Policy and International Affairs (OPIA), where she is a member of the Trademark Team. Within OPIA, Susan is the lead on Trademarks for the Africa and China Teams, and also handles the ICANN and Internet Governance Forum (IGF) portfolios. Her work also includes issues involving traditional cultural expressions and educational outreach to the federally recognized American Indian and Alaska Native tribes, including a branding program to increase protection and promotion for traditional and contemporary arts and crafts, and she serves as the USPTO's Tribal Affairs Liaison to the U.S. Department of Commerce. Susan has over 35 years' experience and expertise in almost all facets of intellectual property protection and enforcement, both domestic and international.

Hélène Liwinski, Attorney-Advisor (Trademarks)
USPTO Office of Policy and International Affairs

Hélène Liwinski is a trademark attorney with the Office of Policy and International Affairs (OPIA) at the United States Patent and Trademark Office (USPTO). Ms. Liwinski provides advice on domestic and international intellectual property regimes and helps to formulate U.S. domestic and international policy regarding the protection of trademarks and geographical indications. Ms. Liwinski's portfolio includes Central America and the Caribbean, Europe, Eurasia, the Middle East and North Africa. Prior to her work with OPIA, Ms. Liwinski was a trademark examining attorney and provided training to new examiners.

Susan Allen, Attorney-Advisor (Copyright)
USPTO Office of Policy and International Affairs

Susan Allen has over 15 years of experience as an intellectual property attorney. As Attorney Advisor with the Office of Policy and International Affairs (OPIA), she provides copyright-related legislative and policy advice to US stakeholders and foreign governments, with a focus on Europe and the Middle East / North Africa (MENA) regions. She is particularly interested in issues involving copyright and technology, including open/public access. She helps convene a recurring stakeholder-driven conference, *Developing the Digital Marketplace for Copyrighted Works*, covering standards, registries, and licensing issues.

Ann Chaitovitz, Attorney-Advisor (Copyright)
USPTO Office of Policy and International Affairs

Ann Chaitovitz specializes in domestic and international copyright law as an attorney-advisor at the USPTO, where she handled copyright and related rights issues in various international regions. She has represented the United States in various multilateral fora, such as the World Intellectual Property Organization's Standing Committee on Copyright and Related Rights, and has

participated in the development and implementation of U.S. domestic copyright and related IP laws and policy, including the Department of Commerce's "Green Paper on Copyright Policy, Creativity, and Innovation in the Digital Economy" and its "White Paper on Remixes, First Sale and Statutory Damages." Ann was the executive director at the Future of Music Coalition (FMC), a national nonprofit education, research, and advocacy organization working on the challenging issues at the intersection of music, law, technology, and policy. She also consulted on copyright, digital technology, new media, and music issues.

Kareem Hassan, Executive Director of the Technology Center for Development (Jordan)
UN-ESCWA

Kareem Hassan is the Executive Director of the UN-ESCWA Technology Center for Development (Jordan). Before that, he was the Director of Youth and Innovation Program at the Global Institute for Water, Environment, and Health (Switzerland), and the Managing Director of BENAA Foundation (Egypt). Previously, he had an intensive academic career as a lecturer and researcher at Zewail University for Science and Technology (Egypt), King Saud University (Saudi Arabia), the University of Duisburg-Essen (Germany), the American University in Cairo (Egypt), and the Swiss Federal Institute of Aquatic Science and Technology (Switzerland). Kareem has led more than 50 projects in the fields of Technology and Sustainable Development. In addition to leading four social enterprises and winning several international awards.

Fatima Zahra (Morocco), Inventor
Biodome

Fatima Zahra Beraich holds a doctorate of State Engineer in chemical industrial processes, from Hassan Premier University in Settat, Morocco. Ms. Beraich specializes in the study of management and valorization of organic waste, Biomass and sustainable development, while shedding light on the opportunities for sustainable solutions. Ms. Beraich is the owner of six national and international invention patents and author of ten scientific publications. Fatima Zahra has put on the Moroccan and larger African market, machines and installations that respond to the problems of waste management. These machines have aroused the interest of farmers, food factories, supermarkets, rural communities, and even individuals in their villas or apartments. The solutions developed by her company are likely to be applied in other countries. Her projects and inventions have won national and international awards, such as the Tamayuz Grand Prix for best woman entrepreneur of the year 2017 awarded by the head of government and the Minister of Women and Solidarity.

Eiman Al-Hamad (Qatar), Entrepreneur
Stars of Science Program

Eiman uses her Bachelor's in Computer Engineering and her Masters in Internet Security to diligently protect fellow Qataris from digital threats in the region and beyond. She is passionate about improving her skills, knowledge, and experience new things which guide her through the process of getting in the field of innovation and entrepreneurship. She is passionate about sharing her knowledge with others and being active in the community. She participated in Stars of Science session 12 and earned the third position. Her innovation was a real time fraud detection system that works for Arabic Language. She got the idea for the innovation from her field of study where she has master's in information security. Her dreams never stop and she always aims to be the best version of herself.

Tatyana Mikayilova (Azerbaijan), Founder
RED Communications

Tatyana Mikayilova founded RED Communications in 2009, and it has become the leading strategic public relations and digital communications agency in Azerbaijan. Tatyana is the Chairwoman of 100 Business Women of Azerbaijan, a network which unites female business owners and women at the top executive level at local and international organizations in Azerbaijan. Tatyana is actively involved in women's empowerment programs. She has also participated in numerous international business trips and conferences to learn from similar organizations abroad and to apply that knowledge locally. Tatyana is a frequent speaker at local and international events on women's development and strategic reputation.

Foutoun Hajjar, Head of Bahrain Office and Chair of Innovation Group
Al Tamimi & Co

Foutoun Hajjar is a Partner, Head of Al Tamimi's Bahrain Office, the Chair of the Al Tamimi Innovation Group, and a core member of the Education, Hotels & Leisure, and Rail Sector groups.

She has extensive experience in a broad range of corporate, commercial and investment matters including mergers and acquisitions, investment funds, corporate restructurings and private equity transactions. During her career, Foutoun has represented clients both in private practice and in-house, including banks, family businesses, and multi-national corporate clients.

Before joining Al Tamimi, Foutoun served as the Head of Legal & Compliance (Middle East) for Royal & Sun Alliance Insurance (ME), a 100 FTSE listed company and the UK's largest general insurer.

Sameera Al Kooheji (Bahrain), Founder / President / Executive Director
Naseem International School

Sameera Al Kooheji founded the Naseem International School, which envisions to inspire lifelong learners and global citizens. She is the first woman to have established an international school in Bahrain and leads the only fully IB accredited school in Bahrain offering the four IB Programmes - PYP, MYP, DP and CP. Sameera is an active member and recently elected Vice Board Secretary - Head of Training and Technology Committee in Bahrain Businesswomen's Society.

Dr. Amina Al Hawaj (Bahrain),
Bahrain Petroleum Company - Bapco Innovation Centre

As serves as the head of Bapco Innovation Centre. She holds a PhD degree in innovation and health sciences from the University of Central Lancashire, UK. Dr. Al Hawaj is known as the youngest and first women inventor in Bahrain and was appointed as first Arabian to be Ambassador of invention from the British Inventors Society. She is considered as the youngest Bahraini to receive the Efficient Badge first class from His Majesty King Hamad Bin Isa Al Khalifa. Dr. Al Hawaj has received many international awards for her inventions such as the Innovation Influencer award from Wintrade 2019 London week, Gandhi Award for Innovation and Peace, and the World Intellectual Property Organization (WIPO) Gold Award for best woman inventor in 2011.

Marc Tejtzel, Deputy Chief Counsel for Strategic Initiatives and Mentoring
Commercial Law Development Program (CLDP)

Marc Tejtzel is the U.S. Department of Commerce's Commercial Law Development Program's (CLDP's) Deputy Chief Counsel for Strategic Initiatives and Mentoring. For the last 42 years, the development of sustainable innovation ecosystems and of viable technology start-ups has been at the center of Marc Tejtzel's professional activities. Since he joined CLDP in 2002, Marc Tejtzel has conducted CLDP programs focused on the development of innovation ecosystems in ten countries, with a particular emphasis on the commercialization of new technologies through technology transfer.

Prior to joining CLDP, Marc Tejtzel was a Foreign Service Officer with the U.S. Department of State. His last assignment with the State Department was in Algeria where he served as the Commercial, Economic and Energy Officer at the American Embassy in Algiers. As Economic Officer, Marc Tejtzel worked closely with Algeria's patent and copyright offices, and with an Algerian technology incubator. Prior to joining the State Department, Marc Tejtzel was, for close to 10 years, the CEO of a very small U.S. subsidiary of the world's largest electric utility, a State-owned enterprise. Marc Tejtzel has always taught, in parallel to his professional activities. His teaching has mostly been focused on the management of intellectual capital and of technology transfer, and on the viability of technology start-ups.

Souad Boussaid, Chief Engineer of the Technology Transfer Office
ANPR

Souad BOUSSAID is Tunisian. She is in charge of the Technology Transfer Office at the National Agency for the Promotion of Scientific Research (ANPR). She is a lecturer in Technology Transfer. She holds an Engineering degree in Bio-Industry from the National Institute of Applied Sciences and Technology (INSAT) and a Masters in Quality Management from the Faculty of Pharmacy of Monastir (FPM). She is also certified in Risk Management from the Higher Institute of Technological Studies of Rades (ISET) as well as in valorization and relationship between research and industry from the technological university of Compiègne (UTC). Souad is the Commercial Law Development Program's (CLDP) primary counterpart in Tunisia for promoting a technology transfer ecosystem. Souad was a jury member in several innovation competitions.

Cecilia Ziniti, Lambda School
General Counsel

Cecilia Ziniti is a Silicon Valley lawyer with 15 years' experience at the intersection of law, technology, and business. Ms. Ziniti has negotiated for and advised some of the world's most innovative companies, and helps her clients drive their business forward while taking smart risks. Currently, Ms. Ziniti leads the legal department at Lambda School (www.lambdaschool.com), a startup that teaches computer science and data science online to students across the United States and is a new model of education in America. Ms. Ziniti previously was a lawyer at Amazon and the first full-time attorney on Alexa and Echo, and played a lead role in the development of privacy and other policies, and commercial partnerships, to create the legal framework for the smart speaker category. She also worked on self driving cars and at a robotics company. Prior to that, Ms. Ziniti represented Apple intellectual property and business matters. Early in her career, Ms. Ziniti held legal and product roles at Yahoo, and in the late 90's worked on early user-generated-content and community sites. Ms. Ziniti holds a B.S. from Georgetown University, with honors, and a J.D. and Certificate in Law & Technology from University of California, Berkeley.

Ouafa Benterki (Algeria), CEO & Founder
MTY Intelligent Software

Ms. Benterki graduated with a degree in computer science from the University of Science and Technology Houari Boumediene. She worked as an IT Professional in many public and international firms and organizations, moving from Systems Engineer to an IT Analyst Developer in Halliburton Energy Services, to becoming an IT Manager at the United Nations High Commissioner for Refugees. After a career of 10 years, Ms. Benterki decided to pursue her studies in computational linguistics. In 2012, Ms. Benterki was named as an emerging leader in technology by the TechWomen Program, organized by the US Department of State for women leaders in

technology. In 2016, MTY Intelligent Software, the startup founded by Ms. Benterki and her partner, won the VIATIC 2 contest for the most innovative research based Algerian startups.

Jenan Al Shehab (Kuwait), Electrical Engineer
Electrodis Tech

Ms. Al Shebab is a graduate of Kuwait University and is currently working on her thesis in engineering in system and process control. In addition to being the Founder and CEO of Electrodis Tech., she is also the first Arab ambassador of the Global Women Inventors & Innovators Network (www.globalwiin.com).

Nora Chennaoui, Managing Director
Small Enterprise Assistance Funds (SEAF)

Nora Chennaoui joined SEAF in 2017 as managing director of the SEAF Algeria Opportunity Fund. Prior to SEAF, Nora headed the Coverage and Corporate banking department at Credit Agricole Algeria, a position she held after nine years as a commercial director at NATEXIS where she helped to develop Algeria's small and medium-sized (SME) market. Nora brings over 20 years of experience working in the Algerian financial sector, with a focus on working with SMEs to gain access to the capital they need to develop their business both nationally and internationally. Nora has expertise working and networking with business leaders in various industries, primarily financial institutions, automotives, telecom, pharma, public works, building materials and energy. Nora also led M&A transactions in Algeria, providing her an outlook on the various exit strategy windows available and the right individuals and parties to connect with. She holds an executive-MBA from HEC-ESCP and has conducted various training sessions globally with leading organizations such as FITCH, First Finance and Citibank in the field of private equity and corporate finance.

Hedi Bchir, Project Manager
Centre of Arab Women for Training and Research "CAWTAR".

Mr. Hedi Bchir is a senior regional project manager at the Center of Arab Women for Training and Research "CAWTAR". With more than 9 years' experience managing Regional (MENA) and national projects on women and youth economic empowerment and financial inclusion. He is a senior trainer of trainers in the field of financial education and entrepreneurship. He designed several Innovative capacity building programs for microfinance institution and NGOs as well friendly use e-learning platforms. More over Mr. Hedi BCHIR participated in the elaboration of the Tunisian strategy of financial inclusion 2018-2021, in addition to his participation to several research, study and seminars in the field of women and youth economic empowerment. Mr. Hedi BCHIR attended several Training and internship program in the field of women's financial

inclusion (ITC IL0, IVLP). He worked for several donors as WBG, SCBF, AGFUND, UE, IsDB, SANAD, GIZ

Leah Schulz, International Investment Specialist
International Trade Administration (ITA)

Leah Schulz is an Investment Specialist covering the Middle East and Africa portfolio at SelectUSA. Leah joined the Department of Commerce in 2020 after finishing her Master's Degree in international relations at Tufts University's Fletcher School. A DC native, Leah has worked in the international development sphere in Jordan and Lebanon. Most recently, she was a recipient of the National Security Education Program Boren Award for Arabic studies which she completed in Amman, Jordan from September 2019 – March 2020.