



SARAH AL AYED – CO-FOUNDER & PARTNER TRACCS

- **Board Member Jeddah Chamber of Commerce and Industry**
- **Vice President of the National Entrepreneurship Committee (Council of Saudi Chambers)**
- **Founder, Communications and Social & Business Etiquette Trainer (The Art of Business Communication)**

Sarah Ayed M. Al Ayed is co-founder and partner of Trans-Arabian Creative Communications (TRACCS) overseeing some of the company's most important regional and multi-national accounts; including the development of the TRACCS business portfolio; including corporate operation development and policy. She is one of the leading Gulf Arab female public relations practitioner and is considered one of Saudi Arabia's leading businesswomen. In March 2013 Sarah Al Ayed was listed on the Forbes Most Influential Women in the Arab World in Family Business. In 2012 she launched her latest business initiative the Art of Business Communication (The Etiquette Communications Studio) that aims to develop and enhance communication skills and talents for the youth entering in the business realm. In November 2014 she was appointed co Ambassador for the Women's Entrepreneurship Day for 2014 – 2015 that kicked off November 19 and has been appointed WED Regional Ambassador MENA from 2015 to March 2019. In August of 2017 she was elected as the Vice President of the National Entrepreneurship Committee (Council of Saudi Chambers). In April 2019 Sarah was appointed as a member of the Jeddah Chamber of Commerce and Industry by His Excellency Dr. Majid AlQassabi the Minister of Commerce and Investment. She lectures at Effat University in Jeddah within the universities Ambassador program preparing the students for their career development and professional skills. She develops her own curriculum based on the university syllabus focusing on Leadership, Professional Skills, Cultural Awareness Acceptance and Diversity Understanding and Business Development.

She has also participated in a number of CSR initiatives for the benefit of charity and welfare organizations in Jeddah and has given presentations and sessions on how to bring together the expertise and know-how of NGO's in cooperation with the private sector. Mrs. Al Ayed is also a member of the media committee and PR consultant for the National Home Health Care Foundation in the Western Region of Saudi Arabia. In January 2008 Sarah Al Ayed was elected to be the IPRA [International Public Relations Association] – Gulf Chapter Vice President [Western Region – Saudi Arabia]. Sarah Al Ayed received her bachelor of arts degree in English Literature and Linguistics from King Abdulaziz University.

Sarah Al Ayed chaired the Entrepreneurs Meet and Competition, a competition and forum that aimed to develop the entrepreneurial infrastructure and environment in the Kingdom of Saudi Arabia from 2012 till 2017. Sarah Al Ayed initiated the idea and further developed it in cooperation with TRACCS and the Young Jeddah Entrepreneurs Committee – part of the Jeddah Chamber of Commerce and Industry. Today the Jeddah Entrepreneurs Meet and Competition has benefited over 60,000 budding entrepreneurs and students, and over 1000 participants took part in the workshops and training sessions.

Sarah has further worked on entrepreneurial development and communications programs under the umbrella of JEM and Women's Entrepreneurship Day to provide training programs via her company the Art of Business Communication with over 500 youth taking part and a special economic empowerment project for Palestinian and Syrian refugees in Jordan benefiting from the program. Since the program inception Sarah has personally worked, mentored and coached over 120 young ladies from Syria and

Palestine to building on their talent and entrepreneurial capabilities; and has funded and help launch three entrepreneurial ventures with currently more young ladies working to launch their entrepreneurial projects. With the aim of providing a hand up not just a hand out, Sarah is currently redefining the program to become an online portal reaching out to all budding entrepreneurs across the region that need help in initiating their businesses.

Sarah Al Ayed also consults for various local and multi-national companies on communication strategy development including department set up, internal communications, employee relations and motivation, crisis management and CSR. Sarah has been listed as one of the top Saudi business women in the Arab News listing in 2008 – 2010 ranked within the top 20. The various campaigns Sarah worked on received regional and global recognition with the ALBAIK Nazeeh & Wartan Environmental Awareness Campaign being recognized as the 2005 CSR Campaign of the Year for the Middle East, the Jeddah Entrepreneurs Meet receiving the IPRA Golden Award as the NGO campaign for the year amongst others.

In March of 2014 Sarah launched the annual My Profession MOM an initiative that brings together Mothers from all walks of life to come together to share experiences, gain insights and updates and build on the understanding and wisdom and reality of what is motherhood. The initiative includes a video message thanking moms and a competition for the selection of MOM of the year – over 1000 entries were received and the winner was announced during the special event hosted at the Chamber of Commerce in Jeddah to recognize mom of the year. She took part in a reality TV program, a joint collaboration between HRDF (Ministry of Labor) and MBC Group, for the development of job opportunities for Saudi youth called Allsrar Program as a judge which aired on MBC.