



Dr. Hanane Benkhallouk (Dr. HB)

A game changer on a mission to Humanize Business

Executive Director, Sustain Leadership / Founder, Tawazoun

Dr. Hanane Benkhallouk is a preeminent expert in human capital development, specializing in shaping the future of HR through transformative strategies and innovative research. With a robust career beginning in New York and expanding in Dubai since 2005, Dr. Hanane has spearheaded groundbreaking regional research and collaborated extensively with government and academia to redefine workforce capabilities in the Middle East and Africa.

As the founder of Tawazoun and Executive Director of Sustain Leadership, she has cultivated advanced human-centric business models and led culture change initiatives that align with emergent HR trends. Her work integrates the principles of neuroscience and behavioral psychology to enhance talent management and leadership development across diverse industries.

Dr. Hanane is the creator of the acclaimed SEEDS framework, detailed in her best-selling book "Seeds of Change," which offers a pragmatic approach to nurturing leadership and innovation. A prolific author, her insights are published in top-tier outlets including Harvard Business Review Arabic and Forbes Middle East, positioning her as a visionary thought leader in her field.

Her commitment to advancing a knowledge and innovation-based economy is recognized by numerous awards, underscoring her influence and expertise in transforming HR practices to meet future challenges.