**FOR IMMEDIATE RELEASE**

**The Pearl Initiative Appoints**

**Yasmine Omari as Executive Director**

*The new appointment reaffirms the Pearl Initiative’s commitment to promoting corporate governance across the Gulf Region’s private sector*

**Sharjah, UAE,** 10 **January, 2019**: The Pearl Initiative, the leading Gulf business-led non-profit organisation promoting a corporate culture of accountability and transparency, today announced the appointment of Yasmine Omari as its new Executive Director.

Ms Omari assumed responsibilities on 1st January 2019, after being promoted from her position as Head of Programmes at the Pearl Initiative, where she has played a vital role in developing the organisation’s programmes.

Ms Omari has extensive experience in corporate governance and corporate re-engineering, having served as a Senior Manager at Deloitte, where she advised a variety of businesses on building and structuring single-family offices and devising multi-generational succession plans and governance systems.

In her new role, Yasmine will lead the Pearl Initiative team and work closely with the Board of Governors as well as with partner companies to advance the organisation’s mission of enhancing the competitiveness of the private sector in the Gulf region.

Commenting on the appointment, Badr Jafar, Founder of the Pearl Initiative said: “The appoint of Yasmine is a testament not only to her talent and experience, but also to the Board’s commitment to succession planning as a key pillar of corporate governance. On behalf of the Pearl Initiative’s Board of Governors, I would like to thank our departing executive director Carla Koffel for her commendable efforts and dedication during her tenure with the organisation.”

Carla Koffel, who will continue to support the organisation as an advisor, said: “I have thoroughly enjoyed my time working alongside the Pearl Initiative team, our Board of Governors and our esteemed partner companies. It has been an honour to lead this truly unique organisation. I have no doubt that Yasmine and the excellent team, along with the incredible support of our stakeholder community, will continue to advance the Pearl Initiative’s growth and impact in this next stage of its evolution.”

Ms Omari said: “It is a tremendous honour to be entrusted with the responsibility of building on the work of the Pearl Initiative in promoting corporate governance and sustainability across the private sector by engaging with stakeholders, partner companies, and key players to establish strong standards that support business confidence and resilience.”

Ms Omari will leverage her expertise to advance the Pearl Initiatives’ strategic plan and reinforce its impact on the private sector in the region. In 2019, the Pearl Initiative will launch a programme in Corporate Governance in the Technology Industry and will re-launch its Corporate Governance in Family Firms programme, which will emphasise succession planning in family businesses.

Current programmes run by the Pearl Initiative include Anti-Corruption Best Practices, Diversity in Business Leadership, Corporate Governance in MSMEs, Corporate Governance in Family Firms, the Business Pledge, and Governance in the Philanthropic and Non-Profit Ecosystem.

-**END**-

**Photocaptions:**

**1) Badr Jafar**

**2) Yasmine Omari**

**3) Logo of Pearl Initiative**

**About the Pearl Initiative**

**Vision**: A thriving economy in the Gulf region underpinned by a private sector that embraces good governance as a pillar of sustainable growth.

**Mission**: To be the leading Gulf business-led organisation promoting a corporate culture of accountability and transparency as a key driver of competitiveness.

Prominent business leaders from across the Gulf region formed the Pearl Initiative in 2010 to create a non-profit vehicle for the private sector to collectively take the lead in adopting higher standards in corporate governance, accountability, and transparency to enhance business innovation, opportunity, and value creation.

With over 40 regional and international partners, the Pearl Initiative brings together business, government, and civil society decision-makers to share best business practices and to help maximise the economic opportunities available to companies within the region. The Pearl Initiative also supports Gulf-based university students to identify and embrace strong ethics as they embark on their careers.

The Pearl Initiative seeks joint collaborative action between regional and global business leaders, international institutions, government bodies, and wider initiatives in the Gulf region while sharing knowledge and experience in order to influence the entire regional business and student communities.

To learn more, please visit [www.pearlinitiative.org](http://www.pearlinitiative.org) or contact us on +971 6 515 4605 or via email at [enquiries@pearlinitiative.org](mailto:enquiries@pearlinitiative.org). Follow us also on @PearlInitiative on Facebook, YouTube and Twitter and @ThePearlInitiative on LinkedIn.