

## **About Sophie Le Ray**

Sophie Le Ray is an entrepreneur, an author and an experienced business facilitator. In 2003, she co-founded Naseba, a business facilitation company specializing in emerging markets. She was appointed CEO in 2009, and is responsible for overseeing the operations of the company across its offices in the Middle East, India, the US and Europe.

Sophie has over twenty years of experience in producing and organising business platforms, and has been based in the Middle East for over a decade. She began a career in public relations before finding her niche in B2B conference production.

She is the founder and spokesperson of the Global WIL Economic Forum, an annual platform that aims to promote female leadership worldwide. She is also the co-author of 'Game Changers: How Women in the Arab World Are Changing the Rules and Shaping the Future', published by Motivate Publishing in May 2016.

Sophie was born in Nice, France in 1970 and holds a Master's degree in Ancient History. The proud mother of two girls, her passions include ancient cultures, mountain trekking and vegan cuisine.

## **About naseba**

We are deal facilitators, helping clients: raise capital, close sales, enter new markets, secure partners and educate workforces. We add economic value at every stage of our clients' journeys through our:

[Investor services](#) | [Commercial services](#) | [Leadership services](#)

Our success is driven by being commercially aggressive, pairing agility with enterprise-grade expertise. We bring global opportunities to our clients, with a focus on liquid growth markets.

Naseba has facilitated more than a billion dollars' worth of deals. We have connected over 100,000 global executives through more than 1,000 proprietary business platforms.

Naseba is a signatory of the Women's Empowerment Principles – Equality Means Business, produced and disseminated by the United Nations Entity for Gender Equality and the Empowerment of Women (UN Women) and the United Nations Global Compact.

**[www.naseba.com](http://www.naseba.com)**