



Curriculum Vitae

**LAST NAMES(S), First Name(s),
NOM(S), Prénom(s)**

Ayad B., Siham

Institution, Position
Institution, Position

COP22 Presidency, Advisor on Climate Finance to the President of the Scientific Committee

Contact details
Coordonnées

Email: sbouzian@gmail.com

My relationship to industrial area issues
Mon lien avec les sujets autour des zones industrielles

From 2010 to 2013, I was in charge of the RE development, Strategic Planning and Sales activities within one of the major Real Estate Developing companies in Morocco, and so was in charge of managing the full process of projects' strategic and financial planning as well as related design and marketing activities and sales (including architectural and technical studies, marketing and vocational design, financial planning, Government and public authorities relations...). A key area of focus was the development and marketing of industrial industrial areas in different regions of Morocco, keeping in mind the National plan for the development of such professional zones. Starting 2013, I specialised in advising public policy makers, private sector operators, financial investors in the fields of inclusive growth strategies, private sector development initiatives, access to finance and Capital Markets, with a growing focus on sustainable development, economic sustainability and climate resilience.

My relationship to sustainability topics
Mon lien avec les sujets autour la durabilité

Beyond my professional focus on economic sustainability and major themes of climate finance, I have been very involved, on the personal level, through my activity within various NGOs, in topics related to sustainability education, climate justice and gender equality.





7-lines-summary CV to present you to the audience (professional background; job today; relevant former occupations / activities)

Une synthèse de votre CV sur 7 lignes pour vous présenter envers l'audience (expérience professionnelle ; travail aujourd'hui ; d'autres occupations / activités pertinentes dans le passé)

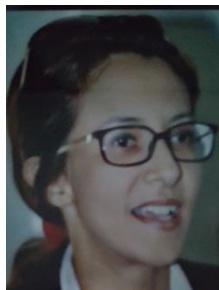
Mrs. Siham B. Ayad is a senior professional with 20 years' experience across the MENA region focusing on Capital Markets & Financial Services, Public Policy, private sector development and Commercial Real Estate Development.

After more than 14 years of in-house corporate experience in both private and public sector, Siham Co-founded a management & strategy specialised consulting firm based in Casablanca under the name of Bows & Arrows Consulting (March 2013). Her main fields of focus are Capital Markets, Banking & Financials services as well as real estate development. She specialises, among other things, in capital markets development and regulation, business capabilities building & resourcing, business & investment strategy, operational efficiency & organisation.

She is also acting as an independent Policy Advisor on Economic development and Financial Governance. She has a particular interest on projects that are directly contributing in creating sustainable growth streams and real value for economies across the Arab world, as well as those helping develop sound business practices and good governance within the capital markets & financial services industry. More generally, her focus goes to projects that are helping countries across the region evolve towards knowledge based societies with real capabilities to provide farewell and quality standards of life to its members, and to encourage personal initiatives, innovation and entrepreneurship.

She holds a Masters Degree in Finance from Cass Business School (London)

Please insert a photo!
Veuillez insérer une photo!



Relevant websites or social media accounts for further information
Sites web pertinents ou des profils dans réseaux sociaux

<https://www.linkedin.com/in/siham-b-ayad-92a0184/>