

Dr. Rashid Alleem is ranked third among the 25 most influential CEOs in GCC and is considered one of the 100 most influential CEOs in the Middle East. He is a passionate writer; an environmentalist; a sought-after thought leader; the creator of **CRITRAL** Thinking, a unique blend of “critical and lateral” thinking; and an internationally respected transformational leader. The founder of Alleem Knowledge Center, Dr. Alleem is a dynamic leader who has worked with prestigious governmental, semi-governmental, and nonprofit organizations. He is an entrepreneur par excellence with a flair for effective, strategic decision-making by means of innovative thinking. Dr. Rashid was recognized as “The Knowledge Ambassador of the UAE” by His Highness Sheikh Mohammed bin Rashid Al Maktoum—the Vice President and Prime Minister of the UAE and ruler of the Emirate of Dubai—and as “Environmentalist of the Year 2012” by the fourth Prime Minister of Malaysia, Dr. Mahathir Mohamad.



Dr. Alleem earned a Ph.D. from the University of Salford, in Manchester, UK. Being a “sustainovationalist,” he has received four honorary doctorates from different universities: Atlantic International University (USA), in recognition of his achievements in the socioeconomic fields; Somalia University, for his humanitarian services; American Global International University (USA), for his global business contributions and numerous academic achievements; and Indian Peace University, from which he received a Doctorate in Philosophy for his exceptional contributions, dedication, and social services to society.

Dr. Alleem was recently recognized as The Global Green Ambassador by DMG. Under his leadership, SEWA received the Voluntary Cancellation Certificate for excellence in energy-saving and the reduction of CO₂ emissions by the United Nations Framework Convention on Climate Change (UNFCCC) in 2017. He was bestowed with the Friend of Singapore Sustainability Award 2017 by the government of Singapore, and he became a member of the advisory board of the Singapore World Water Council. He has received the prestigious title of “The Ambassador of Peace & Happiness in the Arab World” by VOK.

As a highly sought-after keynote speaker, presenter, and teacher, Dr. Alleem is well-known for delivering compelling and practical messages to audiences of more than 100,000 people per annum, including at some of the largest regional and international venues. Last but not least, he is one of the most interviewed and published charismatic media personalities in the region. A prolific writer both in English and Arabic, Dr. Rashid Alleem is the author of several books on management and leadership. His newest book, *The SEWA Way*, showcases 15 winning principles, providing a roadmap for achieving success both on an organizational and a personal scale. Aiming to improve social, economic, and environmental living conditions worldwide and helping to improve the quality of life for hundreds of millions who have not yet seen the benefits of sustainable development and inclusive growth, he has written four books on the topic of sustainability: *My Green Journey in Hamriyah*; *Sustainability: The Fourth Wave of Economy*; *I Am Committed: 17 Global Goals*; and *Alleem Sustainable Development Goals*.