

Fatima Hammadi has been a part of ZonesCorp leadership since 2009.

As the Director of Investor Relations and part of the senior leadership team, Fatima provides key inputs into the organization strategic developments and marketing and communication strategies, to achieve ZonesCorp's aim to deliver full service and support to partners and investors.

Customer service is an integral part of ZonesCorp's value proposition and Fatima is an expert in designing and delivering innovative solutions and value-added services to support the end-to-end requirements of ZonesCorp investors. Fatima strives to build trust with ZonesCorp's investors to ensure strong and enduring partnerships.

Fatima is also part of the management team responsible for the strategy planning and execution for ZonesCorp, exploring new projects and opportunities, setting stakeholder's engagement strategies and marketing and communication strategy.

She also plays a prominent role in representing ZonesCorp and promoting its services. As well as, encouraging foreign investments in targeted sectors as per market demand.

Prior to joining ZonesCorp, Fatima worked in Etisalat, one of the world's leading telecom groups in the UAE, for nine years and held several designations; beginning with Senior Sales Executive, Team Leader Customer service, Complaint Management Manager leading to Director of Customer Service and Sales Support.

Fatima obtained a Bachelor degree and an MBA in Information Management from Higher Colleges of Technology in the United Arab Emirates. She also completed the Leadership Development program from Harvard Business School.