

## 2024 Page Spring Seminar



**Umayma Abubakar**  
**Executive Director of Executive**  
**Communications & Corporate**  
**Center, Mubadala**

Umayma is the Executive Director of Corporate Center at Mubadala Investment Company. She joined Mubadala Development Company in March 2010. Her role oversees the following teams; Corporate Marketing, Media Intelligence, Sponsorships and Community outreach, Branding and Design, Corporate Communications, Group Communication Operations and the Corporate Divisions, as well as

Internal Communication & Engagement. Her responsibilities include counseling the senior leadership team on employee engagement levels, overseeing the company's culture and engagement initiative and supporting the C-suite with all communication requirements and corporate reputation matters. She is also responsible for integrating Mubadala assets and increasing their engagement levels, as well as Umayma led the change management efforts in collaboration with PMO & Human Capital during the merger between Mubadala Development Company and IPIC in June 2016. Umayma has participated in a number of international and regional conferences sharing case studies on Mubadala's Employee Engagement model. Umayma also works closely with the Portfolio Strategy team supporting with the organizational restructure.

Prior to Mubadala, Umayma was the Head of Corporate Affairs at Barclays Bank, UAE and has 14 years of experience in the Financial sector. Her responsibilities included overseeing Public Relations, Internal Communication and CSR for the UAE region.



Prior to this role Umayma has a wide range of experience in Sales and Marketing for both Private Banking institutions and International Banks.

On behalf of Mubadala, she has been recognized for being amongst the top 25 Innovators across EMEA by Provoke in 2020, 2021 & 2022, and received awards for Company of the Year, a Diamond SABRE in Reputation Management, and In2 SABRE Best in Brand Narratives in 2018. She has also been awarded the Rising Star award by the Holmes Report in 2016, received the Distinction award in Employee Engagement during the Human Assets Expansion Summit – MENA 2014, as well as the Melcrum Internal Communicator of the year Award in 2013, in London.

Umayma is currently a Chair of Page Up Society, a professional association for senior public relations and corporate communications executives who seek to enrich and strengthen their profession, through active contribution of research papers.

She is a mother of three young strong minded women, has a blue belt in Judo and enjoys circuit training & boxing in her spare time.