



**Riham El Hawary, MFIPI, CPBS, IAPC, Business Psychology Specialist  
Founder and Director**

**Persona International – The Human Factor – International Image Consultants Program –  
Finishing School in Cairo Program – Beauty Queens’ International Academy**

***“Riham El Hawary’s mission is to overcome any hurdle between you and your success”***

**Areas of Expertise:** Executives' Coaching, Business Psychology, Behavior Analysis, Profiling, Media Presence Proficiency, Public Speaking, Image Management, International / Corporate Etiquette & Protocol, Personal Branding, Effective Multi-faceted Communication Skills, Career Management Skills



Armed with a decade of management experience as a Managing Director in multinational investment/industrial firms and braced by international certification, training and coaching education, Ms. Hawary brings in-depth knowledge, skill, credibility and authenticity to boost the competitive edge of People-Skills Development Solutions. Riham offers her expertise in the field of Personal and Corporate Development Training, Business Psychology, Behavioral & Competencies Assessments, Personality Profiling, Management Consultation, Image Management Solutions, Facing the Media Training and Coaching, Corporate Etiquette, International Etiquette, Cultural Communication, Personal Branding, Youth Development Programs and One-2- One Executive Coaching .

- Ms. Hawary has presented training, coaching, seminars and briefings to multinational companies, training companies, recruitment agencies, management consultation companies, universities, governmental authorities, and industry organizations. She has been featured in national television and satellite channels as an expert in the fields of people-skills development solutions, Public Image Management, Corporate and International Etiquette and Cultural Communication. She led and volunteered in many Youth development Programs. She also sponsored many HR and Training development Events and Founded the Persona International's Top Award Program in 2008.
- Ms. El Hawary is certified image consultant by First Impressions of UK and ImageMaker Inc (US). She has been certified by The International Coaching Institute as Executive Master Coach and has excelled in International Corporate Etiquette with The Protocol School of Washington (US). Through the university of South Wales, Ms. Hawary studied Business Psychology which allowed her to conduct in-depth analysis of Organization and Employees performance and corporate culture.
- Ms. Hawary became a master in image consultancy from the City & Guild UK, which made her to be the first Certified Master Image Consultant from the Middle East Region, as well as, the first Personal Branding Strategist. Currently, she is the Vice President for the Federation of Image Professionals International “FIPI” , UK – Egypt Chapter
- Stemmed from her belief that the human capacity is limitless provided that the mental fitness is in top form, Riham received her academic diploma from The University of South Wales in Business Psychology (UK), and Professional Master Certificate in Mental Health from the International University of New York (USA).
- Finally, she crowned her expertise by becoming an International Business Partner with Inscape Publishing Inc. (US) - A Wiley Company, Innermetrix Inc.(US).
- Led by Ms. El Hawary, Persona International was awarded the Global HR Excellence Award in Leadership for the year 2008-2009 by the World HRD Congress.

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