

RANIA ANDERSON

media & speaking kit

THE CAREER COACH TO WOMEN IN EMERGING ECONOMIES

*equipping women around the world
for professional and business success*

WHY

It was 2010 when women in emerging economies first told me that they didn't have access to relevant career advice. I had just spoken at the inaugural Qatar International Business Women's Forum conference attended by over 450 women from across the Middle East. Three women came up to me to bemoan the fact that all career advice books were written for Western women and that to get relevant help with their careers or businesses they had to spend precious money and time to physically attend an event or meet with a mentor. Since then, women around the world repeatedly told me that they face the same problems.



Based on nearly thirty years of experience as a senior corporate leader, a small business owner, and a highly successful executive business coach, and after growing up in the Middle East and working and traveling in emerging economies, I know firsthand that there is a

gap between what a female university student knows and the skills she needs for professional success.

I equip women in emerging economies for professional and business success. This is my passion and life's work.

I set out to bridge these two gaps by writing the first career advice book for women in developing and emerging economies. I also built **The Way Women Work**, an online career advice platform which is visited daily by hundreds of women around the world.

I focus on successes. I know unequivocally that the global economy will only thrive when women are fully and equally engaged in driving prosperity. So, I equip women in emerging economies for professional and business success. This is my passion and life's work.

OFFICIAL BIO

A foremost authority on business women in emerging economies and a career coach, Rania released her first book, *UNDETERRED: The Six Success Habits of Women in Emerging Economies* in early 2015. This is the first career advice book written for educated, ambitious women in emerging economies.

In 2010, Rania founded **The Way Women Work**, a career advice site for women in emerging economies. The thriving platform is regularly visited by thousands of women from around the world.



She is originally from the Middle East, Rania has lived and traveled all over the developing world. Her early career success was at Bank of America where she progressed to a senior leadership role. She left the bank in 1997 to start and grow an executive coaching and consulting business. For the past 17 years, Rania has coached business women and men around the world.

Rania is a global speaker, the co-founder of a women's angel investor network, a devoted mentor, and frequent contributor to business publications. She holds a Masters of Science in Foreign Service, with an honors concentration in International Business, from Georgetown University and a Bachelor of Science, Business, from Oklahoma State University.

RECOGNITION

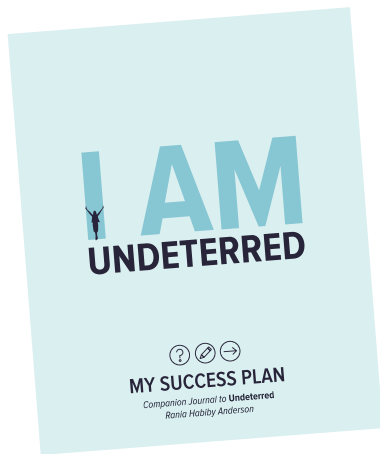
- UNDETERRED awarded the Bronze medal in the Business category of the 2015 Independent Publisher Book Awards
- One of the top 17 personalities on Twitter covering the Middle East - Elan Magazine July 2014
- **The Way Women Work** named 1 of 5 top blogs driving gender diversity - July 2014
- Top Global Woman - Diplomatic Courier 2012
- Selected as one of 150 women to participate in inaugural Wall Street Journal Women in the Economy Task Force - April 2011

ABOUT THE BOOK

UNDETERRED: The Six Success Habits of Women in Emerging Economies is the first book of its kind. It was expressly written for educated, ambitious women in emerging economies.

Undeterred is based on four years of research of over 250 relatable women of all ages at all career stages in emerging economies. Unlike other career books, UNDETERRED is not based on Western women or Western-centric career advice.

Unlike other career books, UNDETERRED does not just tell women what to do. Author Rania Habiby Anderson provides culturally relevant tips, tools, and strategies that show women in emerging economies specifically how they can succeed.



Focusing on what works, and celebrating the workarounds and successes, the book is packed full of:

Education (information and expertise)

Inspiration (the habits, struggles and triumphs of relatable women)

Action (specific tips, tools and career strategies)



THE RESEARCH

250+ women in developing and emerging markets;
Ages mid 20s to mid 60s,
all career stages, all sectors,
both entrepreneurs and corporate women.



THE FINDINGS

Rania Anderson uncovered the six habits that successful women in emerging economies share. Synthesized through her over 30 years of experience, these strategies form the basis of the book.



THE AUDIENCE

Women in developing and emerging economies. The book serves as a bridge between women's education and their business success.

SPEAKING

With a style that is refreshingly direct, pragmatic and practical, Rania speaks at conferences and events for professional women around the world. Her most recent events were with educated and developed working women in the Middle East, Africa, Latin America, and the United States. Her unique perspective is based on a deep expertise that has enabled her to determine precisely what approaches work for women in different parts of the world.

As an executive coach, forthcoming author, researcher, entrepreneur, angel investor and former senior corporate leader, Rania shares breakthrough insights and actions that attendees can immediately apply.

She is fluent in English with conversational fluency in Arabic and Spanish.



MOST REQUESTED SPEAKING TOPICS

- The success habits of women in emerging economies
- How business women in emerging economies succeed
- Six Keys to Success
- How women attain senior or executive leadership positions
- Be Notable — the key to a woman's success
- Working Women: The key to stimulate starting a thriving global economy
- Angel Investing
- Building a strong support network

HIGH IMPACT SPEAKING ENGAGEMENTS

SOUTH AFRICA

May 18-27, 2015

Six sold-out speaking engagements sponsored by Colleen Larsen, Business Engage, PwC, Barclays, Vodacom, T-Systems, the Gordon Institute of Business Science (GIBS), and University of Cape Town Graduate School of Business (UCTGSB). Events in Johannesburg and Cape Town attended by hundreds of businesswomen and university students. Read a [compilation of tweets on Storify](#) from some of these events.

**UPCOMING SPEAKING
ENGAGEMENTS**

**UNIVERSITY OF KANSAS
November 2015**

REPUBLIC OF GEORGIA

March 16-20, 2015

Eleven speaking engagements around the country at five universities and to six different groups of business women.

INTERNATIONAL WOMEN OF COURAGE AWARD

March 9, 2015

Moderated roundtable discussion with Sayaka Osakabe, recipient of the 2015 International Women of Courage Award, and a select group of leaders to discuss the role of women in the workplace.

WEXCHANGE SUMMIT

December 2014 & 2013

Judged the pitch competition (2014) and was a panelist for *Win-Win for All: Investing in Women* (2013). WeXChange is the first pitch conference for Latin American women entrepreneurs.

GE SAUDI WOMEN'S LEADERSHIP SUMMIT

May 16, 2014

Presented *The Six Ways Women in Emerging Economies Succeed* to a group of Saudi business women.

CENTRAL EXCHANGE

May 8, 2014

Presented *Culture Eats Strategy For Lunch*, tailored for leaders of corporate women's networks.

WE OWN IT SUMMIT

May 2, 2014

Moderated a salon-style panel discussion titled *Growing Women Led Businesses in Emerging Economies*.

GLOBAL WOMEN'S LEADERSHIP SUMMIT (GWALS)

September & October 2013

Presented two webinars: *The ONE High Impact Way to Advance Your Career*, and *6 Keys to Getting What You Want in Work & Life*.

BLACK & VEATCH WOMEN'S LEADERSHIP EVENT

October 12, 2012

Presented 10 C's to the *C-suite* which outlines specific actions women need to take to get to senior and executive positions.

AFRICAN WOMEN'S ENTREPRENEURIAL PROGRAM

2010 & 2011

Presented to 50 African women entrepreneurs, hand-selected by the U.S. State Department.

HIGH IMPACT SPEAKING ENGAGEMENTS (CONT.)

QATAR INTERNATIONAL BUSINESS WOMEN FORUM

May 10-11, 2010

Presented to 450 professional women from across the Middle East: *The Role of Women in Business and Investment: A Comparison between the Arab World and the West, and Coaching Women to Take Over Leadership in Business & Develop a Strong Image*

ACHIEVING CAREER MERIDIAN

2008 to Present

Numerous presentations to guide corporate women in understanding what it takes to manage their careers; given to employees at Walmart, Southern Company, Hallmark, Black & Veatch, Polsinelli Shugart, the Central Exchange

PRESS

Gender Teamwork Can Spur South Africa's Economic Growth

Fin24 | July 17, 2015

The 4 Most Powerful Salary Negotiation Tactics
U.S. News & World Report, MONEY | June 29, 2015

South Africans are Speaking Openly About Difficult Subjects

News24 | May 28, 2015

Your Education Does Not Define You

Amy Poehler's Smart Girls | May 26, 2015

Living Your Life Purpose to Be Truly Happy

Small Changes, Big Shifts Radio | May 13, 2015

2015 Independent Publisher Book Awards:

Business category Bronze Medalist

Independent Publisher Magazine | May 6, 2015

Now is Your Time

BizDivas India Periodical | April 2015

Undeterred: Rania Anderson shares secrets to success for women in emerging economies

Elan Magazine | April 22, 2015

Undeterred Author Podcast Interview

Lincoln Square Books | March 26, 2015

Undeterred Author Visits Georgia (Print version)

Georgia Today | March 26, 2015

Women Investors Who Blog

Tech.Co | March 11, 2015

The No. 1 Trait of Successful Women Entrepreneurs Around the World

Inc. | March 6, 2015

Interview with Rania H. Anderson author of the new book UNDETERRED: The Six Success Habits of Women in Emerging Economies

Lionesses of Africa | February 12, 2015

Undeterred Networking

Coffee Lunch Coffee | November 3, 2014

Undeterred : Crowdfunding Campaign to Unleash the careers of 100,000 women

Global Invest Her | October 2014

7 Arab Women Leaders to Watch

BarakaBits | August 27, 2014

17 Twitter personalities you need to follow if you're interested in the

Middle East

Elan | July 17, 2014

5 Amazing Blogs Driving Gender Diversity

Engage Asia with Paul Keijzer | July 8, 2014

Rania Anderson: President of the Way Women Work

Business O Feminin | May 29, 2014

The Nice Girl's Guide to Getting Ahead

Ahlan! Live | May 6, 2013

MORE ABOUT RANIA

Leading authority on business women in developing and emerging economies.

AUTHOR: UNDETERRED: *The Six Success Habits of Women in Emerging Economies* is a “how-to” book, written for educated, ambitious women in emerging markets that shares six habits for workplace success.

INSPIRATION: I believe that global economy will only thrive when women around the world are equally engaged. I am inspired by my Middle-Eastern heritage, experiences in the developing world and by strong women mentors in my life.

EXPERTISE: Developing women entrepreneurs and professionals worldwide for almost 30 years. Significant experience in Executive Business Coaching, Management and Leadership Development, Training and Curriculum Design and Development and Consulting.

EDUCATION: Masters of Science, Foreign Service, honors concentration International Business, Georgetown University. Bachelor of Science, Business, Oklahoma State University.

PUBLICATIONS: The NextWomen Business Magazine, Women 2.0, Focus Magazine (Republic of Georgia). Also published in Forbes and the Huffington Post.

THE WAY WOMEN WORK: Founded in 2010, TheWayWomenWork.com provides culturally relevant career and business advice specifically for women in emerging economies.

INVESTOR: Co-founded the 8th women’s angel network investor organization in the U.S., a network of women investors that provide equity capital to women-led startups.

ENTREPRENEUR: Founded Meridian Consulting in 1997 providing executive business coaching and consulting services. Select clients include Oracle, Marriott, Polymer Group Inc., Owens-Illinois (O-I), Water.org, Black and Veatch, H&R Block and Southern Company.

CORPORATE: Early career (1984-1997) at Bank of America and its predecessor banks. Contributed in a variety of capacities including: international banking, training, development and executive education. Attained a senior leadership role.

COMMUNITY LEADER: Served as a delegate to Vision 2020, a U.S. initiative to advance gender equality. Member of the International Women’s Forum, advisory board member of the Women’s Employment Network, and mentor to young women around the world.

RECOGNITION: UNDETERRED awarded the Bronze medal in the Business category of the Independent Publisher Book Awards - 2015; One of the top 17 personalities on Twitter covering the Middle East July 2014; Hand-selected to be a Lean In launch partner in 2013; named a Top Global Woman by the Diplomatic Courier in 2012 and invited to participate in the inaugural Wall Street Journal Task Force on Women in the Economy, 2011.

IMAGE GALLERY

