



Saima Arfeen

Senior Consultant

Helping leaders grow with clarity, confidence and courage.

About

Saima is a strategic talent and leadership development consultant and executive coach with over 20 years of experience across telecom, finance, oil & gas, aviation, retail and government, including entities linked to sovereign wealth funds such as PIF, Mubadala and OIA.

A Hogan Certified Practitioner, she partners with senior leaders to build self-awareness, sharpen decision-making and enable lasting behavioural change, aligning people strategies with business objectives to drive sustainable growth.

Approach



Coaches senior leaders to build self-awareness and sharpen decision-making.



Designs business-aligned learning solutions that build strong talent pipelines.



Uses psychometric insight, including Hogan assessments, to identify capability gaps.



Embeds inclusive practices that strengthen engagement and team performance.

Experience



Partnered with major regional employers across telecom, finance and government.



Directed technical training and learning strategy across Retail and Business Banking.



Led post-acquisition training integration during Barclays' UAE transition into ADIB.



Built competency-based recruitment, selection and assessment frameworks across sales and distribution channels.

Qualifications and credentials

Assessment Centres

Associate CIPD

ILM

Hogan Practitioner

BBA

Executive Coaching

Accredited Trainer

LMS Certified

MSc

Clarity, confidence and capability - that's what great leadership is built on.