



Rema Jawdat - Acting Chief of Strategy & Business Development

Rema Jawdat holds the pivotal role of Acting Chief of Strategy & Business Development at Boutique Group, where she leads the execution of the company's strategic plan and oversees key growth initiatives. Her primary focus is on driving innovation, building strategic partnerships, and delivering impactful results. She is also responsible for developing and implementing the company's sustainability strategy, focusing on minimizing environmental impact and maximizing positive social and economic outcomes. Jawdat's career journey has been marked by a commitment to transformative change and a deep understanding of international markets and expertise in risk management. With a proven ability to forge strategic alliances and navigate complex landscapes, she spearheads the development and implementation of key strategic initiatives that align with Boutique Group's vision.

Jawdat started with Boutique Group in 2024, bringing over 15 years of experience in strategy, business development, corporate affairs & strategic partnerships. Prior to joining Boutique Group, she held leadership positions at the Tourism Development Fund, and the government sector. In addition to her experience across aviation, tourism, investment, banking and government sectors, she also represented the Kingdom in the Saudi bid for EXPO 2030. She holds an MBA from Chapman University and a Bachelor of Science in Business Administration, bringing a strong analytical and strategic perspective to her leadership role.