

Biographies of the Future Guardians' Team



Sarah Shaw

Sarah is the Founder and Managing Director of Baynna, A youth coaching firm aimed at supporting young adults between the ages of 16 – 35 with personal, career and leadership challenges.

A strategy, leadership and project management professional with a vertical focus on education and social development. Sarah has extensive experiences in setting up units and department from scratch in addition to developing strategic plans for both sectors and organisations alike. A leader with 18 years of experience, who cultivates excellence in the work environment and can deliver on tight deadlines. Lives by the motto; "Teamwork makes the dream work".



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Aqsa Khalifa

Aqsa Khalifa is a versatile professional, visionary entrepreneur, and catalyst for change in the UAE. As the Co-Founder and COO of Pupilar, she has redefined youth employment and leads the region's first and biggest skill-based career community platform. Her journey began at 20, and Pupilar has since garnered acclaim, being featured in Khaleej Times, The National, and Netflix's Dubai Bling 2, and recognized as a top Women-Led Startup by the Ministry of Economy.

Aqsa's multifaceted background spans youth leadership, design, education, and theater, bringing a creative and innovative perspective to her work. She has led and served impactful projects like the COP28 Green Skills Fair, ICA Congress Abu Dhabi 2023 Archives Hackathon and many more.



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Dr. Mohammad Lataifeh

Dr M. works at the edge of possibilities, catalysing change, nurturing curiosity and leadership, and strategizing design-driven innovation. Backed with over 25 years of diverse international expertise in design, human-machine automation, and digital transformation. His core competencies include design innovation management, graphics and multimedia, and technical expertise in private and public sectors in several countries.

He leverages universal design methodologies, user experience, service design, and contextual innovation to create and evaluate human-centred solutions that transcend business and educational contexts. He is proficient in a wide range of development tools and frameworks for desktop, web, and mobile applications, as well as game development platforms and engines. He also conducts cutting-edge research on emerging realities, digital humanity, and machine-learning applications for different systems. His mission is to promote a sustainable platform for innovation led by local constituents and within global standards.

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Yara Abrash

Yara specializes in crafting impactful customer experience strategies, with a strong focus on facilitation and research. She is a data analyst, design thinking, and strategic development professional. Her diverse background includes co-leading hackathons, co-facilitating workshops, and conducting in-depth design research. Yara is passionate about youth empowerment, and she uses her experience to inspire and develop the next generation of leaders.

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