

# Khaula Hamoud Al Harthy



**DOB:** March 4, 1982

**Marital status:** Divorced with 3 children

**Education:**  
2004 - Bachelor's Degree, Business Management, Jordan

**Spoken Languages:** English & Arabic

**Interests & Hobbies:** Traveling, Experiencing new cultures, Art, Interior design

**Sector:** Non-profit

**Ownership:** Private

**Established in:** 2006

## CEO, Injaz Oman

A multifaceted businesswoman with wide experience in corporate business and youth empowerment, Khaula Al Harthy leads one of Oman's best-known organizations that promotes and supports young entrepreneurs.

Her knowledge of entrepreneurship came about due to necessity. While finishing her college studies abroad, Ms. Al Harthy's father passed away, and she had to take over the management of the family business with little in the way of practical experience beyond various internships that she had participated in during summer holidays. As a result, she decided to educate herself as much as possible in order to overcome the enormous challenge she was faced with.

The strong business relationships that Ms. Al Harthy developed over the years eventually led to her being appointed as an executive board member of the National Youth Commission for two consecutive terms, starting in 2012. That's when she realized how much she enjoys working with young people and directing their energy towards goals that serve their purposes as well as those of the community. *"I learned that there's so much untapped talent that just needs the necessary encouragement. Working with young, talented people has really changed me,"* says Ms. Al Harthy.

In 2016, Khaula Al Harthy joined Injaz Oman, a non-profit organization that she had been supportive of for some time, as its CEO. Injaz Oman is part of Junior Achievements Worldwide, the world's largest youth-serving non-profit organization, which was founded in 1919 and works in over 124 countries. The organization aims to teach young students about entrepreneurship and to train them for their future careers. As Ms. Al Harthy explains, Injaz Oman has several programs currently that focus on three main pillars: entrepreneurship, financial literacy, and job readiness. Injaz runs its programs in collaboration with colleges and schools, partnering with over 262 educational institutions all over the country. During these programs, students gain considerable

knowledge and good career skills, as well as interpersonal skills. Over the years, Ms. Al Harthy has seen a huge change in students' attitude, perspective, and mindset after going through the training - something their parents have also confirmed repeatedly.

According to Ms. Al Harthy, Injaz Oman's key strategy is building partnerships in order to ensure that the young talent it develops can move forward in their careers after completing its programs. The next step for someone who has gone through an Injaz program and has a business idea is to go to an incubator where they can develop their idea, start a real company, and grow it. In light of that, Injaz has partnerships with top incubators in the country. It also works closely with financial institutions which find it rather convenient to take on students who have already gone through the basic training and have a solid foundation to build on, in order to insure the growth of these student companies.

As a non-profit organization, Injaz relies heavily on its relationships with the private sector, which is also where it gets its volunteers. One of Injaz's newest programs was developed in partnership with Google, helping students learn how to use Google tools to promote their businesses online and how to increase their customer base. According to Ms. Al Harthy, Oman is among the nations that were most successful in implementing this program.

Injaz has also focused on working with young children, because the earlier you start shaping one's mind in the right way, the bigger the impact on their future personality and career.

In the foreword of a recently published book, Klaus Schwab, the founder of the World Economic Forum, recognized Injaz as a great model that bridges the gap between the requirements of the job market and the skills that youth need in order to enter the job market. Indeed, a study in the MENA region concluded that students who went through an Injaz program were much more likely to enter the job market immediately after graduation, while those who had never gone through such a program were more likely to wait two years or more before starting their careers. This suggests that Injaz students are more prepared to take on their first job and more confident in their skills.

Prior to her role at Injaz, Ms. Al Harthy served as the managing director of Lima LLC, where she led the company's investments in real estate and the stock market. Working for a profitable organization was a

### My advice to youth:

You are the future of Oman, and with the right attitude and mindset, you can achieve wonders. Your value is truly in the impact that you leave behind.

### My message about Oman:

Oman is a beautiful country and has a lot of potential. We have learned to coexist and respect different people from different cultures, and we're open to diversity in this country.



totally different experience from what she is doing now, she says, but she gained a lot of valuable skills from the role, including discipline, practical decision making, and the ability to identify talented people and assign them the right tasks.

She is still involved with the private sector, currently sitting on several boards including the GCC Fund of the National Bank of Oman and Ominvest, which is one of the oldest and largest investment companies in the MENA region. Ms. Al Harthy is also on the board of the Oman Convention and Exhibition Centre, which will play an important role in developing the economy due to the growth of the MICE industry (meetings, incentives, conferences and exhibitions) globally.

Ms. Al Harthy attributes much of her achievement to the way she was raised. Her father was her role model and had a great impact on her personality, she says, because he always valued her opinion—which helped increase her self-confidence. Being a good role model for the next generation is one of the most important goals for Ms. Al Harthy, and, so far she has managed to achieve it in her personal life as well as in her career. By making a difference for Omani youth, she is contributing to building a better future for the entire nation.

### Affiliations, Awards & Honors

Outstanding Member of the Year,  
Entrepreneurs' Organization, 2010 & 2011