

Khawla Al Mehairi

An Emirati management expert in strategy and marketing, with over 21 years of professional experience in the public and private sectors



Khawla is the Executive Vice President of Strategy & Government Communication at Dubai Electricity and Water Authority (DEWA) and Head of the Marketing, Public Relations, Media and Events Committee for WETEX . She is a member of top management who guides and contributes to organisational decisions, communicates strategies and programmes, and ensures that DEWA is aligned with established governance models, plans and policies; providing value and achieving results.

She has led and supported many strategic projects and initiatives beyond her assigned scope of work; working on at least 14 different committees during her tenure. Examples of this include the Mohammed bin Rashid Al Maktoum Solar Park, Mai Dubai, and Shams Dubai. Since taking on her role as EVP in DEWA, she established and raised DEWA's brand perception from 80% to 89% within the last three years.

She has worked in many sectors including oil & gas, public policy, government relations, electricity and water utilities, women's empowerment and diplomacy, and humanitarian and charitable work. Khawla has held various senior posts in the UAE Water Aid Foundation, the Supreme Council of Energy, the Prime Minister's Office, The Executive Office, Dubai Holding, Emirates National Oil Company, and Caltex in the UAE, in corporate strategy and performance management, corporate partnerships, corporate risk and resilience, brand development and management, marketing and corporate communications, corporate social responsibility (CSR), and stakeholder's happiness.

Khawla is respected as a leader who nurtures and sustains high-performance teams; resulting in effective and efficient delivery of business outcomes; while maintaining a motivating attitude and team spirit. She has demonstrated her responsibility towards excellence, including government, organisation, and the community at large, through key strategic CSR, voluntary and sustainability-related initiatives. This included encouraging a sustainability-focused culture in Government, DEWA, and the citizens and residents of Dubai.

As a female advocate and a member of the Dubai Women's Establishment Board, Khawla played a key role in the field of women's empowerment in the energy sector by establishing, leading and managing the Women's Committee in DEWA for 8 years (2009-2018). She has participated in key local and international women forums, raised local and global attention to Emirati women in the energy sector, supported women at work, contributed to creating opportunities and positive work environment for women as engineers, special needs, and those in sports, through leading and managing many female-friendly initiatives in DEWA. She has worked with other entities to build industry wide recognition for Emirati women in the government sector, and raised DEWA's profile as a female-friendly environment, locally and globally.

Khawla graduated from Dubai Women's College, with a Bachelor's Degree in Applied Science in Business Administration. She also has an Executive Diploma from Cambridge UK with distinction in Strategic Management and Strategic Marketing, and a Master's Degree in International Marketing from Heriot-Watt University with distinction. She is also a certified Balanced Scorecard Graduate by the Palladium Group and a certified Assessor by EFQM.

In her spare time, Khawla enjoys history of art, inter-cultural dialogue, travel, poetry, and fashion design.



