Reem M M Osman.

SPEAKER KIT

Culture is how a business *feels*. It is also how it performs.

Keynotes, panels and leadership sessions on culture, people and performance, grounded in more than twenty years across the GCC.



Book Reem

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ABOUT REEM

Two decades inside Gulf organisations, from the boardroom to the shop floor

SHORT BIO · FOR PROGRAMMES AND INTRODUCTIONS

Reem M M Osman is a people and culture leader with more than twenty years of experience across the GCC. She is Chief of Culture at nybl, co-founder of The ISPO, founder of The Culture Space and co-host of the podcast A Matter of Culture. Her work rests on one idea: culture is a commercial capability, not an HR function.



LONG BIO

Reem M M Osman has spent almost her whole life in the Middle East, with a decade in the UK that shaped how she sees it. Her career runs through GE Middle East and North Africa, Software AG and Talent2, then Director of Human Capital at Reso, then Chief People Officer and now Chief of Culture at nybl, where she has led culture in AI across the UAE and Saudi Arabia since 2021.

She co-founded The ISPO, an executive education body for people leaders who want culture on the balance sheet, not the noticeboard. She also founded The Culture Space, her culture practice for organisations ready to do the work, and coaches leaders one to one through Intuitive Psychology Coaching.

Reem received an Honorary Award for Women in AI at the World AI Show and Awards 2022 and is a founding member of Playbook, Wafa Al Obaidat's platform for women leaders. She holds a BSc in Human Biology from Oxford Brookes University.

20+
years in people and culture

14
organisations advised

20
stages and panels

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TALKS

Topics Reem speaks on

Straight-talking sessions grounded in two decades of Gulf experience. Each topic can be shaped into a keynote, a panel contribution, a fireside chat or a leadership session for your audience.

01

Culture is a commercial capability

Why culture belongs on the balance sheet, how to put a value on it, and how to align it to company and national agendas.

02

Culture, wellbeing and AI

How workplaces keep people at the centre as technology accelerates, and what leaders need to protect along the way.

03

Strategic people operations

Moving HR from admin to a function the business relies on to grow.

04

Leading change with humanity

Restructures, career transitions and growth, handled in a way people remember for the right reasons.

05

Recognition that actually lands

What makes people feel genuinely seen and valued at work, and what quietly undermines it.

06

Women in AI and inclusive tech

What it takes to bring more women into technology, and keep them there.

FORMATS

Keynote · Panel · Fireside chat · Leadership session · Podcast guest

In person across the GCC and virtually worldwide.

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ON STAGE

Stages and recognition



Future of Work Conference 2025, hosted by Propel Consult



Women in AI panel, World AI Show and Awards, Dubai 2022

Future of Work Conference 2025. Hosted by Propel Consult. Culture, wellbeing and AI, and how workplaces evolve as technology accelerates.

World AI Show and Awards, Dubai, May 2022. Speaker on the Women in AI panel at Jumeirah Emirates Towers, on building a more inclusive future for women in tech.

Honorary Award, Women in AI. Presented at the World AI Show and Awards 2022.

Founding Member, Playbook. Wafa Al Obaidat's platform for women leaders, with 20 scholarships awarded to women in her name. Featured in Playbook's Bold Moves series and profiled by Rare Minds.



THE PODCAST

A Matter of Culture

Honest conversations with co-host Sula on company culture, personal growth and authentic leadership. shows.acast.com/a-matter-of-culture

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To check availability, please share

Event name and date
Location, or virtual
Audience and size
Format and topic of interest