

HRH Princess Reema Bandar Al Saud

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Name

Her Royal Highness Princess Reema Bandar Al Saud

Job title

Saudi Ambassador to the United States of America

Short Bio

Appointed Ambassador to the USA in February 2019, HRH is the first woman in the country's history to serve in this role. From 1983 to 2005, she lived in Washington, DC, when her father Prince Bandar was Ambassador. When Princess Reema returned to Saudi Arabia she focused on private sector initiatives and the empowerment of women. From 2007 – 2015 she was CEO of Alfa International Company Limited - Harvey Nichols Riyadh, a multi-brand luxury retail company, where she set the tone for female inclusion in retail. In 2013, she founded Alf Khair, a social enterprise elevating the professional capital of Saudi women through a curriculum enabling financial self-sufficiency.

In 2016, Princess Reema left private sector and joined public service as Vice President of Women's Affairs at the Saudi General Sports Authority where she developed policies and programs benefiting women and children. In 2018 she was promoted to Deputy of Development and Planning before also being appointed President of the Mass Participation Federation, making her the first woman to lead a multi-sports federation in the Kingdom. In 2020 Princess Reema became the first Saudi woman to be appointed as a Member of the International Olympic Committee.

Princess Reema's other roles and appointments include: Chairman of the Special Olympics (since 2019); Board Member of Saudi Arabian Olympic Committee (since 2017); Chairman of the Executive Committee & Board Member of the Fashion Commission at the Saudi Ministry of Culture; Board Member the Future Investment Initiative Institute (2020); Board Member Panthera's Conservation Council (2020); Member of the World Bank's Advisory Council for the Women Entrepreneurs Finance Initiative (2017 - 2020); Member Saudi Arabian Olympic Committee (since 2017); and Member International Olympic Committee (IOC) Women in Sports Commission (since 2018).