

Contact

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(LinkedIn)

Top Skills

Teamwork

Leadership

Social Media Marketing

Languages

Spanish (Professional Working)

Arabic (Native or Bilingual)

English (Native or Bilingual)

Certifications

Mental Health First Aid Certificate

Ally Salama

Founder & CEO, EMPWR | Forbes 30 Under 30 | MENA's Mental Health Ambassador | Wellbeing Innovator | Podcast Consultant | Host of #1 Apple Charting Podcast "Empathy Always Wins"
Dubai, United Arab Emirates

Summary

Ally Salama is a Forbes 30 Under 30 Social Entrepreneur, Speaker, Podcaster, Ex-Pro Athlete, and The Middle East's Mental Health Ambassador.

On March 1, 2019, he founded empower-mag.com, the first Mental Health Magazine in the Middle East, winning Harvard's Top 7 Most Impactful Social Initiatives in 2019 & earning recognition from the World Health Organization.

Today, Ally hosts Apple's #1 Charting Youth Leadership Podcast "Empathy Always Wins" - the world's exclusive leadership and mental health podcast focusing on empathy. He also hosts the Arab World's Celebrity Mental Health Show, Asrar El Nafs, exclusively via Podo - the largest podcasting platform in the Arab world.

Currently living in between Dubai & Toronto, Ally is building his Mental Health Start-Up EMPWR and consults institutions on improving their community engagement and on providing leadership & mental health workshops.

In 2021, Ally launched the first online podcasting school, The Art of Podcasting School in collaboration with Microsoft for Startups Middle East & Africa to empower an up & coming generation of podcasters to build powerful communities harnessing the power of his #1 preferred communication channel: podcasting.

Ally continues to rally his voice and efforts around Empathetic Leadership, Emotional Intelligence, and Greater Mental Health Advocacy, speaking as the voice for mental health globally.

Past Keynote Speaking Engagements for Ally Salama:
- Microsoft, Middle East Cluster (December 2021)

- The World Health Organization. (July 2019)
- The Behman Hospital: Oldest & Largest Private Psychiatric Hospital in the MENA. (Nov 2019)
- Yalla Let's Talk Conference: Canada's Largest Arab Conference. (Feb 2020)
- The United Nations @ International Youth Day. (Aug 2020)
- EMPWRNG MNDS: Canada's Online COVID-19 Youth Mental Health Conference. (July 2020)
- Canadian Mental Health Association Annual Conference. (Oct 2020)
- E7na Summit: Egypt's First Sexual Harassment Summit. (Nov 2020)
- MIT Arab Conference. (Nov 2020)
- SportsMENTA Con: MENA's Mental Health & Sports Conference. (Jan 2021)
- EMPWRNG MNDS (DXB): The Mental Toughness Series: The First Mental Health & Leadership Event Series in the MENA. (Jan 2021)

Open for In-Person & Virtual Speaking engagements. For inquiries email info@empwrhouse.com.

Experience

EMPWR

Founder & CEO

March 2019 - Present (3 years 6 months)

Toronto, Canada Area

EMPWR is a safe social community, digital creative & growth agency developing a platform solution for youth with the sole aim of reinventing the future of wellbeing in MENA. Founded by Ally Salama in 2019, as the region's first mental health magazine in 2019, today it has earned recognition by Harvard, World Federation for Mental Health, WHO and the United Nations in its efforts to provide and facilitate mental health solutions for major stakeholders in the ecosystem, advising government and corporate entities on best practices in creating safe environments where leaders of tomorrow can emerge, grow & thrive.

2019-2021

- Started as The First Mental Health Magazine in the MENA Region, turned into The World's First Creative & Growth Digital Media Agency in Mental Health.
- Recognized by Harvard and the World Health Organization.
- Voted Harvard's Top 7 Most Impactful Initiatives in the Middle East and North Africa Region.
- Created an energetic team of 12 across 10 cities in 9 countries, leading us from ideation to implementation, resulting in becoming the leading mental health awareness platform in the MENA.
- Supported 45,000+ youth online in empowering, educating and raising awareness.
- Featured in more than 10 international and national news outlets increasing brand awareness.
- Awarded the #RISINGYOUTH Grant by the Federal Government of Canada.

Empathy Always Wins Podcast

Host & Executive Producer

January 2020 - Present (2 years 8 months)

Toronto, Ontario, Canada

VisitEgypt

Co-Founder

September 2018 - April 2020 (1 year 8 months)

Toronto, Canada Area

- Managed a team of 6 to execute international media projects, resolving production issues across different time-zones using strong leadership and communication skills.

-Successfully developed strong relationships with the World Largest Travel Media Company, Beautiful Destinations, earning a \$10,000 budget and producing a viral video for the Ministry of Tourism #PeopleToPeople which went onto winning the UN World Tourism Organization Award (UNWTO) as "the best promotional movie in the Middle East in 2019."

-Conducted extensive research on influencers for the Ministry of Tourism, hosting world-renowned filmmakers, producing a video passing 1 Million views in less than a week.

KairoKid Records Inc.

President

January 2017 - April 2020 (3 years 4 months)

Toronto, Canada Area

The organization's main aim was to help offer emerging artists in Toronto a platform & network.

- Lead a team of 5 for 2 years developing strong connections in the Toronto's music industry.
- Grew revenue by 40% from \$6000 to \$8500 and signed 4 sponsorship deals for events.
- Organised 4 events throughout the term gathering a combined 1000+ attendees.

RBC

Commercial Account Manager Intern

May 2019 - August 2019 (4 months)

Toronto, Canada Area

Primary Role was Working on Dipp, an app powered by RBC Ventures, designed to help retailers develop customer loyalty and drive traffic without having to build out a full blown loyalty program. It allows them to set up instant cashback offer for customers on the platform while paying a small performance fee upon an actual point of sale on location. Perks: No monthly fee, no installation fee, and no training requirements.

-Worked in the Retail Sector with Commercial Account Managers, championing 2 pilot projects, "The Business Insights Tool" and "Dipp" - meeting with all 12 CAMs in our team to mentor them on how to incorporate these value-added services to their portfolios.

-Played a vital role in closing more than 12 locations onboarding the App DIPP, during only the pilot month in August.

-Helped write 2 Credit extensions for Clients with Annual Revenues over \$10 Million.

-Wrote over 15 Sales Pitches for Commercial Account Managers for use with commercial clients.

-Maintained fluid daily communication between RBC Commercial Markets Team and Rbc Ventures DIPP team to ensure the success of DIPP's Pilot.

Education

Ryerson University

Bachelors Of Commerce, Entrepreneurship & Innovation · (2014 - 2019)