

PERSONAL PROFILE

FARAH ALKHATEEB

Founder & CEO • Business Leader • Systems Thinker • Speaker • Author



“I have spent my career seeing how things can work better — and then building the system, strategy or story that helps them move.”

Dubai, UAE • Founder & CEO, eGreenBadge

THE STORY

A career built around making things move.

Farah Alkhateeb has spent more than fifteen years working across business, banking, digital technology, marketing and systems integration. The industries changed, but the role was remarkably consistent: understand how something works, see where it can grow, and bring together business thinking, technology, data and people to make it better.

Her early career in banking built a foundation in commercial judgement, risk and business relationships. In digital consulting, she moved closer to technology, CRM, integrations, analytics and growth — learning how systems shape both customer experience and organisational performance. Later, business development and marketing sharpened another side of her work: translating ideas into propositions people can understand, buy into and act on.

When the time came to build something of her own, those worlds converged around a problem she cared about personally: recycling.

“When the time came to build something of my own, I chose the planet.”

15+

YEARS ACROSS BUSINESS & TECHNOLOGY

\$400K+

NEW BUSINESS CLOSED IN 2021

\$8M+

SME PORTFOLIOS MANAGED

From asking a question to building the infrastructure.



Farah did not come into recycling from waste management. She came from business and technology — and that made her look at the problem differently.

She asked whether recycling itself could be digitally transformed: not another isolated app, bin or report, but one connected system in which consumers, businesses and recyclers could participate in the same loop and generate a verified data chain as materials move through it.

That question became eGreenBadge. As founder and CEO, Farah has led the journey from concept to live operation across product thinking, technology integration, user experience, physical infrastructure, partnerships, commercial model and go-to-market. The platform combines AI-powered material recognition, consumer waste logging, Smart Recycling Hubs, collection intelligence, recycler verification and reporting dashboards.

Her role has been to hold the whole picture: the technology has to work, the operation has to work, the business case has to work — and people still have to want to use it.

Commercial thinking is not separate from impact. It is what helps impact scale.



Farah's sustainability work is grounded in a commercial question she has asked throughout her career: what makes participation valuable enough to last?

Her background in sales, banking, digital consulting and business development taught her to look beyond good intentions. For a system to scale, every stakeholder needs a reason to stay in it — operationally, financially or strategically.

That thinking shaped eGreenBadge's model: consumers receive motivation and visibility; recyclers receive cleaner, documented material streams; businesses gain verified impact and circularity data that can support ESG, Scope 3, EPR and decision-making.

She brings the same approach into partnerships and new ventures: understand the organisation first, identify the real value exchange, and design the solution around how people and businesses actually operate.

Business Development • Commercial Strategy • Product & Go-to-Market • Partnerships • Digital Transformation

Making the invisible part of recycling measurable.



At the centre of Farah’s circularity work is a simple belief: better decisions begin with visibility. Household waste has traditionally disappeared from the data chain at the moment of disposal. eGreenBadge was built to make that journey visible — connecting what people dispose of with where it is dropped, collected, recycled and independently verified.

In 2026, Farah presented eGreenBadge and the One Million Drop Challenge to the UAE Circular Economy Council, bringing the household-level data and infrastructure model into the national circularity conversation. The initiative is designed to mobilise organisations and communities around one measurable goal: one million verified recycling drops.

Her ambition is larger than deploying recycling bins. It is to help build the reporting and participation infrastructure that makes circularity measurable, accountable and easier for people and organisations to act on.

Turning complex systems into ideas people can feel part of.



Farah is a public speaker across circular economy, AI, sustainability, business, leadership and human behaviour. Her speaking style brings together systems thinking and the human side of change: data matters, but people still need meaning, motivation and a reason to act.

Her industry engagements include the UAE Circular Economy Council, Zayed International Foundation for the Environment, Dubai Chamber Purpose Academy, CircularNXT, VivaTech Paris, Circularity Summit and Dubai Sustainability Week.

Whether she is speaking to business leaders, young people, sustainability professionals or communities, her focus is similar: move the conversation away from fear and abstraction and toward agency — what can we see, what can we change, and how do we design systems that make better action possible?

“Technology can measure change. Communication is what helps people choose it.”

Systems are built for people. That has always mattered to her.



Alongside her business and technology career, Farah is a published Arabic novelist, writer and Inner Mastery coach. That part of her work explores a different kind of system: the inner patterns that shape how people think, communicate, lead and change.

It is not separate from her work as a founder. It is one of the reasons she approaches sustainability through inspiration rather than guilt, and consumer behaviour through empowerment rather than instruction.

Her interest in psychology, communication, wellbeing and personal growth gives her a distinctive lens as a business leader: transformation does not happen because a system exists. It happens when people can understand themselves inside it, see their role, and feel that their action matters.

That is also why Farah is comfortable moving between very different rooms — a technology discussion, a corporate boardroom, a recycling operation, a community awareness session or a stage. The subject changes. The work of connection does not.

Vision with the ability to build.

Farah’s strength sits at the intersection of disciplines that are often separated: business, technology, systems, communication and human behaviour.

VISION

Seeing the larger system — not only the immediate product or problem.

BUSINESS

Understanding value, growth, sales, stakeholder incentives and what makes a model sustainable.

COMMUNICATION

Making complex ideas clear enough to inspire action — in a room, on a stage or across an ecosystem.

EXECUTION

Translating an idea into workflows, technology, operations, partnerships and a commercial model.

TECHNOLOGY

Working comfortably with digital systems, integrations, AI, data architecture and product teams.

HUMAN CHANGE

Designing participation around motivation, agency and behaviour rather than guilt or compliance alone.

Founder & CEO, eGreenBadge • Business Leader • Circularity & Digital Transformation • Public Speaker • Published Author

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