Introduction

- Her Royal Highness the Ambassador Princess Reema bint Bandar Al-Saud is Saudi Arabia’s ambassador to the United States.
  - She is a pioneer in business, academia, and culture and is a global champion for women’s rights.

Early Life and Family

- Princess Reema was educated and lived in the U.S. throughout her childhood, living in Washington, D.C while her father served as Saudi Arabia’s ambassador to the U.S.
- She attended George Washington University in Washington, D.C. and earned her B.A. in Museum Studies.

Business Endeavors, Advocacy, and Philanthropy

- After graduation Princess Reema returned to Riyadh where she pursued business and philanthropy.
  - She was the CEO of Alfa International, becoming Saudi Arabia’s first female CEO of a retail company.
- Princess Reema overcame barriers for women to enter and stay in the workforce and worked to ensure other women had the same opportunities professionally.
  - This included providing transportation stipends and childcare for employees, creating Saudi Arabia’s first nursery, and allowing female and male employees to work together.
- The Ambassador additionally founded Alf Khair in 2013, an organization that aims to provide opportunities for women through training and support in the workplace.

Athletics

- In 2016, Princess Reema was appointed as the first Vice President of Women’s Affairs at the Saudi General Sports Authority.
  - She has worked tirelessly for women’s inclusion in sports in Saudi Arabia and also leads Saudi Arabia’s Special Olympics body.
- She opened the first female-only gym in Saudi Arabia, encouraging women to exercise and live healthy.
- In 2017, Princess Reema was appointed President of the Mass Participation Federation, a Saudi organization that facilitates, enables, promotes, and invests in physical activity.
  - In 2017, Saudi Arabia made physical education classes available to girls, thanks in part to Princess Reema’s efforts.
- She is also a member of the Saudi Arabian Olympic Committee and the International Olympic Committee Women in Sports Commission.

Conclusion

- Princess Reema, who has been recognized by Foreign Policy Magazine as a Leading Global Thinker, is a trailblazing leader for Saudi Arabia and the international community.

These materials are distributed by LS2group on behalf of the Royal Embassy of Saudi Arabia. Additional information is on file with the Department of Justice, Washington, D.C.