

Subject Matter Briefing

**Her Royal Highness
Princess Reema**

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.

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