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## About Hind Abdul Hamied Seddiqi

Hind Abdul Hamied Seddiqi is Chief Marketing & Communications Officer at Seddiqi Holding. She is responsible for developing integrated marketing strategies for each business unit within the group, as well as internal and external executive communication tactics and plans. Hind also leads the customer relationship management (CRM) communications for all business units, including Ahmed Seddiqi & Sons and Seddiqi Properties. Since joining the family business over a decade ago, Hind's leadership skills saw her quickly rise through the family business and she played an instrumental role in re-structuring the company's marketing department. Hind is heavily involved in day to day department activities, brand and corporate strategies, as well as communication planning and execution. Hind's philosophy is to treat others as you would wish to be treated yourself. It is this ethic that has helped her to develop a dynamic and harmonious team who share her vision of bringing a modern approach to the family business, whilst ensuring traditional values remain at its core. A third-generation member of the Seddiqi family, Hind is also an active member of the Seddiqi Holding Executive Committee where she contributes to the professional development and interests of department heads, as well as the progress of the various business units. Hind possess a wealth of knowledge about the watch industry, having explored the world with her family during her formative years. She has also travelled to the more focal and historical cities of horology to learn about the fine art of watch making. Hind holds a Bachelor of Arts in Mass Communications from the American University of Sharjah. She is a member of the rising talents circle for the Global Women Forum, and is an active participant in the [AMSI Voices] programme, mentoring students and helping them prepare for the future.