

WOMEN FOUNDED COMPANIES IN THE UAE

# Women Entrepreneurs

WOMEN IN BUSINESS

Review

Women  
Entrepreneurs  
Review

Top 10

**WOMEN FOUNDED  
COMPANIES IN THE UAE**

2024

## Women Entrepreneurs

PROUDLY AWARDS

Review



**NATHALIE ABOU JAOUDE**

MANAGING PARTNER, ABENSAL LIGHTING



The recognition as one of the  
**'Top 10 Women Founded Companies in the UAE - 2024'**  
takes into account, the deep industry expertise of the chosen women leaders  
while also acknowledging their stellar professional achievements  
and the impact they have created on UAE's business landscape.

**Rachita Sharma**  
Managing Editor



**NATHALIE ABOU JAOUDE**  
**MANAGING PARTNER**  
**ABENSAL LIGHTING**

*Nathalie Abou Jaoude, Managing Partner of ABENSAL in Dubai, is a distinguished interior designer with over three decades of experience. She specializes in providing lighting solutions for prestigious projects, consistently demonstrating innovation and excellence in her field.*



**TECHNOLOGICAL ADVANCEMENTS**  
**CONTINUALLY REDEFINE THE LIGHTING**  
**INDUSTRY, PARTICULARLY WITH**  
**INNOVATIONS LIKE LED & SMART**  
**LIGHTING**

**Women**  
**Entrepreneurs**  
Review *Top 10*  
**WOMEN FOUNDED**  
**COMPANIES IN THE UAE** **2024**

**NATHALIE ABOU**  
**JAOUDE**  
SPEARHEADING THE PATH TO  
EXCELLENCE IN THE REALM OF  
INTERIOR DESIGN

**W**omen leaders are transforming today's interior design industry, infusing it with creativity, innovation, and resilience. Through visionary leadership, they are driving trends, fostering sustainable practices, and elevating the art of design, demonstrating the powerful impact of women's contributions in this dynamic field. Nathalie Abou Jaoude, Managing Partner of ABENSAL exemplifies these qualities through her remarkable journey in the realm of interior design. Graduating, she immediately delved into the world of design, showcasing her talent and passion through a final project focused on conceptualizing a hotel. This endeavor marked the genesis of her professional journey and ignited a fervent passion for hospitality-centric design.

A pivotal moment in Nathalie's career occurred when she contributed to the design of a lighting showroom project. This experience proved transformative, serving as a watershed moment in her trajectory. Immersed in the nuances of lighting design, she unearthed a wholly new realm of creativity and innovation, ultimately shaping her distinctive path in the industry.

Throughout her journey, Nathalie has deepened her appreciation for the symbiotic relationship between lighting and interior design. Her expertise in this field empowers her to approach each project with a blend of ingenuity and practicality, infusing spaces with unique atmospheres and emotions.

Nathalie's story exemplifies how women leaders like her bring uniqueness to corporate culture. Through their passion, creativity, and dedication, they contribute to the innovation and growth of businesses while fostering inclusive and collaborative environments.

Let's dive into this one-on-one interaction to know more about Nathalie Abou Jaoude.

**Guide us through your past industry experience that contributes to your leadership role in interior design. What were some of the pivotal moments in this journey?**

The landscape of lighting technology is in constant evolution, offering companies the opportunity to gain a competitive edge and capture market share. Venturing into new markets, such as KSA and other GCC countries, presents avenues to tap into fresh demand and revenue streams, facilitating greater scalability and profitability. Enhancing operational efficiency necessitates the streamlining of processes, cost reduction, and the optimization of supply chain management. Prioritizing sustainability is paramount, catering to environmentally conscious consumers who gravitate towards companies committed to eco-friendly practices. Embracing digital innovations like IoT, AI, and cloud computing has the potential to revolutionize our offerings, unlocking new avenues for growth.

Ultimately, the growth strategies tailored for a lighting company hinge on its unique strengths, available resources, and market positioning. Crafting a well-defined and focused growth strategy and executing it with precision will position lighting companies for sustained success and profitability in the long term.

**Introduce ABENSAL Dubai to us. What are the primary responsibilities you undertake as the Managing Partner of the company?**

Established over three decades ago, ABENSAL Lighting remains steadfast in its dedication to serving customers, employees, and all stakeholders. Our enduring vision and long-term objectives are centered around fostering innovation, delivering top-tier products at competitive prices, and upholding unwavering transparency and authenticity.

Our overarching goal is to make a positive societal and environmental impact. Presently, our strategic focus is directed towards inaugurating a new branch in Saudi Arabia, a region undergoing rapid development. We are actively managing numerous projects there, extending our operations from our established offices in the UAE and Qatar.

Moreover, we prioritize product excellence, innovation, unparalleled customer service, and a strong commitment to sustainability. By emphasizing these factors and consistently delivering outstanding performance, we set ourselves apart from competitors, cultivating a robust reputation for excellence.

Through the development of a clear and compelling mission and vision, coupled with an unyielding focus on key differentiators, we position ourselves for success and growth in the competitive lighting industry.

**What have been the most critical challenges you encounter in your current role? How do you overcome the said roadblocks?**

Over my three decades at Abensal, I've faced significant challenges, each demanding unique strategies for resolution.

Technological advancements continually redefine the lighting industry, particularly with innovations like LED and smart lighting. Remaining current necessitates investment in research and development, fostering innovation internally, and nurturing relationships with technology providers. Moreover, global competition intensifies, with industry giants contending for market dominance. Our response involves brand strengthening, offering distinctive value propositions, and prioritizing exceptional client service to differentiate ourselves. International collaborations further extend our market reach. Additionally, educating customers about our products' benefits and suitability for their needs presents its own hurdles. At Abensal, we mitigate this challenge through dedicated customer support, guiding clients through their lighting selections with expertise and care. Through these approaches, we navigate the dynamic landscape of the lighting industry, ensuring Abensal remains at the forefront of innovation and customer satisfaction.

**Illuminate the most significant professional milestone you've reached on your career journey. What guiding principles have fueled your success throughout the years?**

Among the notable achievements, I attribute great importance to our inaugural hospitality project at the Address Hotel Dubai Mall, where we supplied bespoke lighting solutions. Subsequently, we navigated intricate challenges in supplying bespoke fixtures for esteemed establishments like the Bvlgari Hotel, overcoming complexities in manufacturing and tight timelines. Over time, we've consistently delivered tailored lighting solutions to numerous prestigious projects across the UAE, Qatar, and KSA. Particularly noteworthy was our contribution to the Royal Pavilion for Expo 2020 during the challenging period of the Covid pandemic.

"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather a lack of will" - Vince Lombardi.

**Amidst today's dynamic business environment, how can business leaders ensure the resilience of their organizations for the future?**

As a leader, our focus is on attaining excellence while upholding high standards for our team members, all without imposing undue pressure. Prioritizing the promotion of mental and physical well-being is paramount. Our organization's foundational principles revolve around Loyalty, Commitment, Respect, Honesty, Leadership, and Unity, values that I consistently instill in our team. I strongly believe that individuals flourish when inspired to excel and genuinely valued, all while adhering to elevated work benchmarks.

**To aspiring women leaders and entrepreneurs:** Recognize your immense potential and let your dreams and determination drive you. Your journey is not just about personal success, but about breaking barriers and paving the way for future generations of women. Your impact can reshape industries, communities, and the world. [WER](#)