



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President ...  
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Thank you 🙏 [Elena Rakhimova](#) [رحيم Sniper in ESG-DeepTech Investments](#) for a very insightful article about identity. You are an inspiring leader and I am personally learning a lot from you and proud that you are my friend.



**Elena Rakhimova** [رحيم Sniper in ESG-DeepTech Investments](#)

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Self-Identity & Authenticity

[Ghassan Aouad](#) post on Nostalgia and Loyalty made me reflect on what shapes my identity.

**I am Russian—undeniably and visibly so. :) And I have never tried to mimic another culture, no matter where I lived or worked—whether in Russia, the USA, the Arabian Gulf, or Switzerland. Authenticity is my foundation.**

At the same time, my professional journey has shaped me just as much. **no matter where I lived or worked—whether in Russia, At Accenture in the U.S., I gained deep expertise in IT consulting and innovation**, sharpening my ability to analyze and implement high-tech solutions. Later, **at Rostec, I led ESG-DeepTech investments on a global scale, working across industries** that drive technological progress.

My network is just as diverse. Over the years, **I’ve built strong connections across Russia, the GCC, the U.S., and Europe, collaborating with top executives, investors, and visionaries who shape industries.** The depth of these relationships is the result of years of working at the highest level or top-notch education—like Moscow State University, whose alumni have shaped history in physics, biology, and IT across the world, or Business School Lausanne, where I am proud to be a fellow alum of a former **President of Switzerland** who also led the United Nations General Assembly.

Then, there’s **the GCC—my second home in business. I now spend every second month** in the region, not as a visitor but as someone deeply embedded in the investment landscape. Through [Rahim Invest](#) [رحيم للاستثمار](#)  work closely with family offices, sovereign investors, and leading business figures in Abu Dhabi, Riyadh, Doha, and Dubai, structuring ESG-DeepTech deals that align with the region’s ambitious vision. Here, investment is not just about returns—it’s about transformation, impact, and legacy. My conversations aren’t theoretical; they lead to action, whether it’s securing strategic partnerships, scouting high-tech ventures from the EU and U.S., or aligning investors with breakthrough innovations.

These experiences, connections, and cultural influences are not just part of my professional life—they are part of me. My identity isn’t about blending in; it’s about standing firm in who I am while embracing the people, opportunities, and places that continuously shape my journey.

What about you? How do your roots and global experiences shape the way you do business?

