

Noura Al Kaabi
Chief Executive Officer
Media Zone Authority-Abu Dhabi (twofour54)



Noura Al Kaabi is the Chief Executive Officer of the Media Zone Authority-Abu Dhabi (twofour54), a Government initiative to develop sustainable media and creative industries for the UAE and for the region.

Noura leads the Media Zone Authority and its subsidiaries, whose primary objectives are to foster Arab-focused media and digital businesses in the UAE. She also heads twofour54 (the Media Zone Authority's commercial arm), which provides training and talent development and facilitates world-class content through its production facilities.

Noura oversees the Media Zone Authority's industry building initiatives: the Abu Dhabi Film Festival, the Abu Dhabi Film Commission, the Abu Dhabi Media Summit and TROPFEST Arabia (part of the world's largest short film festival).

Noura's commitment to Arab talent development and her management of the unique strategy, to facilitate the organic growth of the regional media industry, has seen the Media Zone Authority hit the milestone of 200+ content creation partners.

Noura is a member of the Federal National Council (F.N.C.) of the UAE and sits on the board of Abu Dhabi Media Company, Abu Dhabi Chamber of Commerce, Image Nation and the Abu Dhabi Sports Council. She is also a member of the Advisory Board for Abu Dhabi Music & Arts Foundation and a member of the Scientific Committee of the Sheikh Zayed Book Award.

She was awarded Arabian Business' Media CEO of the Year in 2012 and Female CEO of the Year by CEO Middle East in 2012. She was named Forbes Middle East's 30 Most Influential Women in Government in 2013, Arabian Business' 100 most powerful Arab Women in 2011 and 2012 and CEO Middle East's 100 most powerful Arab Women in 2012.