



Ruba El-Afifi

Chief People Officer



Aligning business strategies with human performance is the essence of what Ruba's career has been devoted to for nearly two decades. Cultivating cultures where people thrive is her passion. She has built a solid reputation of being a trusted advisor and valuable business partner earned across diverse industries including technology, finance, retail, insurance and professional services.

In partnership with senior management and employees, she leads organisations in creating extraordinary performance. Her ability to listen to others and share critical observations is essential for successful results. Ruba believes that making an investment in people has a direct connection to being a differentiator for companies in their competitive industry marketplace. Ruba is an experienced HR professional who has had the opportunity to lead all disciplines of human resources. Companies like Aconex now Oracle's Aconex, PPB Advisory, QIC, AAMI, MYER, Telstra and NAB have all benefited from her expertise and insight.

Ruba has a Bachelor of Business (Human Resource Management), She is currently pursuing an Executive MBA at RMIT.