



Shada Shafer Elborno

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Shada El Borno is Head of Business Planning and Strategy, Corporate and Institutional Banking Africa and Middle East at Standard Chartered Bank.

Based in Dubai, she has been part of Standard Chartered Bank since 1996.

Before her current role, Shada has worked across a variety of functions including Head of Client Coverage Group for the UAE (2011–2013), Head of the Financial Institutional business (2006–2011), Associate Director, Fixed Incomes Sales (2005–2006) and Relationship Manager Corporate Banking (1996–2006).

Known for driving business results, maximizing performance and providing the highest levels of service.

Shada graduated from the American College of Switzerland, top of the dean's list as the Valedictorian. Shada's interests include reading and taking long walks.