

Lujaina Mohsin Haider Darwish



DOB: June 23, 1969

Marital status: Married to Mohammad Abdallah Mohammad Al Kharusi

Education: 1991 - Bachelor of Arts, Sultan Qaboos University, Oman

Spoken Languages: English & Arabic

Interests & Hobbies: Reading, Traveling, Fitness, Networking

Sector: Conglomerate

Ownership: Private

Established in: 1987

Joint Deputy Chairperson, Mohsin Haider Darwish LLC

An inspiring figure and a lifelong advocate for women's empowerment in Middle Eastern society, Lujaina Darwish successfully leads one of the major Omani groups that contributes to the growth of the nation's economy.

Following her studies and a period working as a lecturer in English Literature at Sultan Qaboos University, Lujaina Darwish joined the family business, gradually gaining experience as she climbed the corporate ladder, to the position she holds today.

Mohsin Haider Darwish LLC was established as a corporate entity by Mrs. Darwish's late father in 1987, but the family business has been around since the 1930s, operating in the trading and manufacturing industries, until it was divided between family members. After Mr. Mohsin Darwish took over his share of the business and rebranded it as MHD; the company has experienced exponential growth. Today, it represents top international brands like Land Rover, Jaguar, Volvo, Dell, Nokia, Michelin, Pioneer, Konica Minolta, and many more.

MHD is a diversified business, with eight different divisions that operate in various sectors, from automotive to IT, gas manufacturing, and construction. Despite its diversity across the industrial spectrum, Mrs. Darwish is proud that the group's divisions often collaborate and work together as a team, even proposing joint bids on complementary deals, if the right opportunity presents itself.

According to Lujaina Darwish, her father's wish was to pass on his legacy to his children, and hence, introduced them to the business at a very early stage and showed them how it all works. As such, Mrs. Darwish had to start from the bottom ladder and work with each department as she moved up in the organization's hierarchy. Today, Lujaina Darwish successfully runs the group along with her sister, Areej Darwish, who is the chairperson of MHD.

As the joint deputy chairperson, Lujaina Darwish is

actively involved in the strategic and operational aspects of the business, regularly engaging with the top management and divisional directors in order to make sure the right decisions are being made. She also heads the Human Resources and Training department, which is also responsible for the group's "Omanization" strategy, in order to increase the percentage of Omanis in its workforce.

With a democratic leadership style, Mrs. Darwish manages to keep a healthy balance between being a pace-setter and leaving the decisions up to the people in charge of different departments. One of the most important lessons she learned during her career was that "to be a good leader, one has to be a good follower." That means listening to the concerns of everyone in the organization, regardless of hierarchy.

As a respected businesswoman in Oman, Lujaina Darwish has had many opportunities to participate and serve in different private companies, government positions, and non-profit organizations. Being involved in so many important activities is challenging at times, but Mrs. Darwish considers herself fortunate to have an extremely supportive family and office team, which have helped her to be able to take on more responsibilities. Mrs. Darwish is one of only two women to have been elected as a member of the executive committee of the Consultative Council of Oman between 2001 and 2007, and since 2015, she has been a member of the State Council, having been appointed by Royal Decree. She is also actively involved in the most well-known charitable organization in Oman, Dar Al Atta'a, which aims to improve the lives of underprivileged people in the community.

As more and more women are making themselves noticed in the business world and in other leadership positions in Omani society, Lujaina Darwish is confident that women will not only equal but outperform men in a number of professions in the years to come. She believes that the Omani culture is very favorable towards the role of women in every aspect of modern life, including business, having actively felt the support of omani society throughout her career.

In her opinion, there are already a lot of opportunities for Omani women to get good education locally or abroad. She believes all women today should be educated, as the country depends on the next generations for its further development. As Mrs. Darwish sees it, the biggest challenge that a woman

My advice to youth

Sky is the limit. Work towards your dreams and make them a reality. Success doesn't come easy and you will have to work very hard for it, but being successful has to be your main priority; it is a responsibility to our nation.

My message about Oman

Oman is one of the most peaceful countries in the world, and Omanis are very warm and hospitable people. Lately, our focus has moved more towards tourism, so we would love people to come, meet us and see Oman. Oman is a place that everyone should have on their destination list.



faces in the business world is proving herself after growing up in the shadow of a well-known businessman father. But after years of successful business endeavors, it's safe to say that Lujaina Darwish has established herself as a force to be reckoned with, and hopes to motivate other women to follow her example.

Mrs. Darwish has received a long list of awards over the years, often in her role as an executive at MHD, but she admits that she gets the most satisfaction when her personal and individual achievements are recognized. For example, she was very touched recently when she was recognized as Oman's Inspirational Woman of the Year in 2019. Her energy and passion drive her to be better person of herself every day, because if there's one thing she learned from her father, it's that only hard work and dedication will lead to sustained success.

Affiliations, Awards & Honors

Young Global Leader, World Economic Forum 2005
24th amongst 200 Most Powerful Women in Family Business, Forbes Middle East 2014
One of the 100 most powerful Arab Business Women, Forbes Middle-East 2016 & 2017
The Middle East Women Leadership, World HRD Congress; Business Women Leader Excellence Award, ME Excellence Awards; Top Global Retail Minds Award in Mumbai, India 2018
Inspirational Women, Oman Woman of the year Award 2019