



Soraya Sarif

- Human Capital Optimization and Organizational Efficiency Strategist;
- Co-Founder of Synerjunction, Canada

Soraya is a renowned speaker/facilitator with a penchant for Neuroleadership, Diversity & Inclusion, and Engagement Strategies.

A results-driven Organisational Efficiency Strategist with over 17 years in hybrid roles aligning People, Performance, and Profit, Soraya holds a Black Belt Certification in Internal Communication and Employee Engagement, and is known for her solid track record in enhancing cross functional collaboration, aligning and engaging stakeholders with corporate strategy, and developing communications and learning strategies to support optimal performance - especially during strategic transitions, mergers, and acquisitions.

She is fluent in English & French, with intermediate conversational fluency in Arabic, Spanish, & Farsi. Her clients are based across Canada and in the MENASA Region and span over the Financial Services, Payments Processing, Construction, Healthcare, and Renewable Energy industries.

During her personal time, Soraya volunteers her time as a soft skills trainer/facilitator for socioeconomic development initiatives among lesser privileged communities and within developing regions to build language skills, vocational skills, and soft skills in preparation for leveraging opportunities for socio-economic growth and ameliorated quality of life.

Soraya recently Co-founded Synerjunction Inc.- a Canadian firm which specializes in brain based, holistic approaches to enhancing performance.