

Guest Speaker Profile



Sheikha Yousuf Al Farsi

Deputy CEO – Operations, Bank Muscat

Sheikha Yousuf Al Farsi is the Deputy Chief Executive Officer – Operations at Bank Muscat, one of Oman's leading financial institutions. In her current role, she oversees a broad portfolio including Operations, Information Technology, Credit and Legal, Enterprise Project Management and Innovation, Human Resources, Corporate Communications, Corporate Social Responsibility, and Customer Experience.

She has held several senior leadership positions at Bank Muscat, including Chief Operating Officer, Chief Strategy and Corporate Services Officer, General Manager – Strategy and Organizational Development, and Assistant General Manager – Financial Control and Strategy. Before joining Bank Muscat, she worked at the Omani Centre for Investment Promotion and Export Development, where she served as Acting Director General of Investment Promotion.

Sheikha holds a BSc in Commerce and Economics, majoring in Marketing, from Sultan Qaboos University, and an MSc in Finance from Bayes Business School, University of London. She has also completed the General Management Program at Harvard Business School and the Advanced Management Program at INSEAD. Her career reflects extensive experience across strategy, organisational development, operations, transformation, people leadership and corporate services. She has also been recognised regionally for her leadership in banking and financial services.