



HANAN AL SAMMAK

International Keynote Speaker Corporate
MC, Published Author & Founder of HAC

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More info

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About

Hanan Al Sammak is an award-winning international keynote speaker, master trainer, and the founder of HAC Consultancy, a CPD-accredited firm specializing in leadership development, wellbeing, and communication. With over a decade of deep study and research in communication, leadership, mental health, and positive emotional intelligence, Hanan has trained and coached more than 75,000 employees, managers, and entrepreneurs across the region—empowering them to perform at their best, adopt success habits, and build lasting emotional and professional balance.

She is a Certified Life Coach accredited by the International Coach Federation (ICF), a ThetaHealing Practitioner certified by the Think Institute of Knowledge, and a Clinical Hypnotherapist certified by the American Board of Hypnotherapy. Her unique approach integrates modern science with emotional empowerment, positioning her as one of the leading voices in the Arab world for personal transformation and positive leadership. Hanan's mission is to create deep, internal, and sustainable transformation in people and organizations by focusing on self-leadership, wellbeing, and mental empowerment.

Using a toolbox of NLP, energy healing techniques, hypnotherapy, and positive psychology, she guides her clients to release limiting beliefs and build emotional resilience. Her powerful 1:1 coaching sessions empower individuals to take full control of their personal and professional journeys. She also delivers advanced corporate training programs and bespoke learning experiences designed to elevate employee wellbeing and boost organizational performance—making her a sought-after partner to executives and leadership teams. She has been featured in prominent media outlets and invited to speak at hundreds of national and international platforms such as:

TEDx, Dubai Police, Google, ADNOC, Ministry of Interior, Ministry of Presidential Affairs, DEWA, SEHA, Nawah, Museum of the Future, Qudwa Forum, Majid Al Futtaim, First Abu Dhabi Bank, Artificial Lift Forum in Oman, COP28 at Expo, Abu Dhabi Economic Forum, and many more.

MILESTONES

www.hananalsammak.com



INFLUENCER. VISIONARY. IMPACTFUL THOUGHT LEADER.

Hanan's inspiring presence and commitment to social impact have earned her several prestigious honors, including the "Voice of the Community" Award by H.H. Sheikh Faisal Al Qassimi in 2015, the "Most Influential and Distinguished Women" Award in 2021, and inclusion in the Top 20 Rising Youth Under 35 by the Youth Government Summit as one of the Gulf's most promising public figures.

GOVERNMENT ADVISOR & ORGANIZATIONAL WELLBEING EXPERT

In addition to her thriving career in the private sector, Hanan Al Sammak has extensive experience within the UAE government sector, where she has served as a marketing consultant and institutional development advisor.

She has collaborated with leading governmental bodies to design and implement strategic wellbeing initiatives aimed at cultivating workplace happiness, human-centric culture, and sustainable performance. She has worked closely with the General Command of Dubai Police to develop leadership and wellbeing programs and contributed to major national initiatives under the Ministry of Happiness, embedding happiness as a long-term cultural value.

Furthermore, Hanan provided direct consultancy to the Ruler's Court, designing awareness campaigns and executive workshops on emotional intelligence, psychological balance, and positive influence. Her tailored solutions have enhanced organizational effectiveness, employee morale, and long-term wellness within some of the UAE's most influential institutions.

DYNAMIC PRESENTER & MEDIA PERSONALITY

With her charismatic stage presence and skill in creating emotionally compelling narratives, Hanan is a natural at hosting and managing corporate events and delivering branded video content with professionalism and impact. From emceeing prestigious government ceremonies to moderating high-level panels, she ensures every event and corporate message is delivered with clarity, emotion, and resonance.

AUTHOR. EDUCATOR. CHANGEMAKER.

Hanan is the author of three best-selling books on self-development, wellbeing, and success since 2016. She continues to share her vision across the region through institutional consulting, public speaking, workshops, and mentorship, serving as a trusted advisor in leadership and organizational development. She firmly believes that every organization can become a beacon of positivity, where wellbeing is not just a buzzword—but a lived, daily reality embedded into the workplace culture and human experience.

Keynote Speaking



1. WELLBEING KEYNOTE SPEECHES

- Inspirational, research-backed keynote sessions delivered at global platforms including TEDx, Google, DEWA, ADNOC, Majid Al Futtaim, Museum of the Future, and Qudwa Forum.
- Topics include: mental health, leadership empowerment, emotional balance, and organizational happiness.
- Speeches blend storytelling, science, and practical strategies to create lasting impact on elite audiences.

2. SIGNATURE CORPORATE WELLBEING PROGRAMS

- Tailored solutions to integrate the science of happiness and high performance into daily business practices.
- Programs enhance:
 - Employee morale & retention
 - Mental resilience & productivity
 - Long-term cultural wellbeing & performance excellence

3. ELITE SPEAKING ENGAGEMENTS & MASTERCLASSES

- High-impact, interactive masterclasses for leadership summits, government forums, and executive off-sites.
- Expert in Positive Psychology, Organizational Behavior, and Change Management.
- Known for creating transformational audience experiences that go beyond inspiration and drive measurable results.

4. CORPORATE TRANSFORMATION PROGRAMS

- Workshops, roundtable sessions, and executive retreats to address:
 - Change management
 - Culture transformation
 - Employee engagement & resilience
 - Innovation, accountability & productivity
- Programs are bespoke and confidential, designed for high-performing teams and elite organizations.

Corporate MC



PRESTIGIOUS EVENTS HOSTED

- Launch Mana Global LLC Shaikh Mana Al Maktoum Palace 2025
- Global Justice Love & Peace Summit 2025
- Sharjah Entrepreneurship Festival 2025
- Anwar Gargash Diplomatic Academy Alumni Gathering 2024
- Abu Dhabi Economic Forum - Abu Dhabi Finance Week 2023
- COP28 UAE in Expo 2023
- Abu Dhabi Economic Forum 2024
- China x UAE Summit 2024
- International Family Congress 2024
- Islamic Finance Summit 2024
- Risk 4.0 Forum 2024
- Abu Dhabi Business Week 2024
- Khalifa Fund Entrepreneurship 2024
- Investopia 2023 in presence of H.H Abdullah Al Marri
- Injaz UAE Awards Ceremony in the presence of of H.E Shamma Al Mazrui 2022
- FAB Shining Star Q4 2022
- International Congress on Advances in Nuclear Power Plants ICAPP 2022
- FinTech Abu Dhabi 2020
- Dubai Sustainable Tourism Awards 2022
- 9th Middle East Artificial Lift Forum in Oman 2019
- Role Model Conference in KSA 2018
- Majles Ministry of Interior 2019
- Dubai Police Press Conferences 2019
- 6th Wellness Day at Sheikh Khalifa Medical City 2018
- The Global Social Media Conference Kuwait 2018

Testimonials



SAANA AZZAM FOUNDER OF MENA SPEAKERS

Hanan Al Sammak is a thorough and professional Speaker. She always listens and works closely with the clients to deliver quality work. She is a role model in our society & a change agent creating happiness & positivity wherever she goes. She is humble, hard-working & a person that I love working with.



H.E SAEED HAREB, EXECUTIVE COUNCIL DUBAI SPORTS COUNCIL

I attended Corporate Wellbeing Course with Hanan in 2016. Her energy is honorable. Her methods are creative & interactive. Super knowledgable. I recommend her strong capabilities & skills in training. & speaking. She has a strong influence & the best in her field.



ALI AL SALOOM — A CULTURAL AMBASSADOR & ONE OF THE FASTEST RISING MEDIA STARS AND PUBLIC SPEAKERS IN THE GULF.

I have met hundreds of inspirational talents & speakers in the region and globally & Hanan comes at the top of the best talents list. Hanan without a doubt is a role model and the best in her league.