

## Flora Castillon Speaker Profile

Her exceptional leadership marks Flora Castillon's professional journey in overseeing large-scale projects. Her remarkable track record spans major events such as the Olympics, Asian and Arab Games, the HSBC 120th anniversary, and large-scale Cultural projects with the Abu Dhabi Department of Culture and Tourism. With over two decades of experience working with corporate clients, Flora also deeply understands the corporate landscape.

Her career culminated in a pivotal role as the Director of Visitor Experience, Sales, and Events at Louvre Abu Dhabi for four years, where she demonstrated her unique skills in management and stakeholder engagement. For the past 15 years, she has been a mentor and leader, intimately familiar with the challenges encountered in corporate and working environments.

Over the past two years, Flora has embarked on a transformative journey and trained in Rapid Transformational Therapy and Hypnotherapy. She dedicates her diverse expertise to guiding individuals in conquering their limiting beliefs, leading to life-changing results. She is passionate about uncovering the factors that hinder people from reaching their full potential, often concealed behind issues such as but not restricted to anxiety, imposter syndrome, lack of confidence, low self-esteem, and self-doubt.

As a specialist in addressing limiting beliefs, Flora's profound understanding of the mind and the barriers we impose upon ourselves has become her driving force. She is committed to unravelling the "why," "how," and "when" of limiting beliefs, offering strategies for reprogramming them on both conscious and subconscious levels.

Flora's contributions to her field have earned recognition, with her presenting two sessions for the BBG (British Business Group) in the last year. In October 2023, she led an impactful session for 600 dedicated members of the Identity COP28 team at Expo City Dubai, working passionately to deliver COP28 UAE on behalf of the United Nations. Her session shed light on the profound impact of our mindset on our daily work and provided practical approaches to managing stress in high-pressure environments.

Currently, Flora is in high demand as a speaker, with upcoming engagements for renowned organisations such as Bloomberg, Cigna Insurance, Women in PR, ACCA and Women in Finance.

Her journey is a testament to her commitment to fostering personal and professional growth while aiding others in their pursuit of excellence.

## Testimonials

'I can highly recommend Flora as a guest speaker. She is full of wisdom and insights that are both fresh and useful. She delivers with clarity and confidence.'

### **Bobbi Hartshorne - Organiser of Mastering the Art and Science of Workplace Wellbeing event in Dubai on 27th July 2023**

'Flora is a consummate professional, an engaging presenter and takes the greatest care in preparing and delivering her expertise. Flora is always front of mind for the BBG when we think of emotional intelligence, leadership training and empowerment.'

### **Katy Holmes, BBG (British Business Group) Managing Director (2023/2024)**

'We, Identity Middle-East, were lucky to be joined by Flora Castillon at our recent Town Hall. Delivering the largest event on the planet, COP28, asks a lot of everyone on the team. In a small window, Flora greatly impacted our team with insightful tips and guidance. She has great presence, and I particularly love her message of kindness. Thank you, Flora.'

### **Dan Pearce COP28 - Identity Executive Producer, PMO & Strategic Delivery Partners (October 2024)**

'Thanks so much Flora! It was so inspirational hearing your talk.'  
**Sharna Reeves, COP28 - Identity Head of Communication (October 2024)**