

Biography



Rahel Worede

Head of Marketing and Business Development Projects | British Virgin Islands



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Rahel Worede is the head of Marketing and Business Development projects at Harneys. Working closely with the Director of Marketing and Business Development, other heads of department and key internal stakeholders, Rahel is responsible for developing and implementing both internal and client-facing projects.

Rahel joined Harneys in 2012 and has over 20 years' experience working in various senior marketing and communication roles within the consumer electronics, hospitality and tourism, and legal services industries. She started her career with Sony Europe in the Digital Imaging Division and later joined the management team of Olympus Netherlands as the marketing and communications manager and was responsible for delivering strategic marketing solutions for the company's Consumer Imaging Business. Rahel moved to the British Virgin Islands in 2006 where she worked as a senior marketing manager for a full service marketing and public relations agency.

Born and raised in Ethiopia, Rahel completed her secondary school education in the United Kingdom and attended university in the Netherlands where she then continued to work and live until she moved to the British Virgin Islands. Rahel speaks English, Dutch and Amharic and is proficient in Spanish.

Education

- Hanze University Groningen (BA) 1998