

## Enriching Words



SENTIENTE

The logo consists of a stylized, black, flowing shape that resembles a bird or a flame, positioned above the word "SENTIENTE" in a bold, black, serif font. The word "SENTIENTE" has a small circle above the letter "E".

# Mission Statement

We empower author to foster collaborative thinking to drive innovation and life Transformation.

Sentiente keeping the aim as socially responsible entity, act as a community and use innovative technologies and tools for sustainable development of future book publishing & distribution.

## Corporate Social Responsibility



Sheeba Hasnain  
Chairwoman & CIO

# My Key Motivation is **PASSION** for Life Transformation and Sustainability



17 years of Experience In IT  
Industry UAE

10+ Years Government of UAE  
Leadership Position (Mobility &  
Smart Cities)

Valuable Business Relations

Vendor Management Skills



Visionary Approach

MBA in Leadership and Strategy

Master of Computer Application

Phd in Innovation & Sustainability

The British University in Dubai  
(Affiliated with

Manchester University UK)



Global CIO 200 Leadership  
Award 2023

Women in AI Visionary  
Award- 2022

Women Leader in Business  
and Technology – 2021, 2023  
etc.

# About SENTIENTE

At Sentiente, we envision a world where words have the power to transform, inspire, and drive positive change. As a pioneering **green publishing and distribution firm**, we are committed to aligning our mission with the United Nations' Sustainable Development Goals (UN17). Our journey is fueled by a passion for **literature, innovation, and environmental responsibility**.

We believe in empower authors to foster collaborative thinking to drive innovation and life Transformation. Sentiente keeping the aim as socially responsible entity, act as a community and use innovative technologies and tools for **sustainable development of future book publishing & distribution**.

Strategically located in UAE which belongs to bridge the cultures, connects continents and celebrate diversity. Under the visionary guidance of HH Sheikh Mohammad bin Rashid Al Maktoum, we navigate uncharted literary territories.

## Our Vision:

Enriching Words

## Our Mission:

**Elevating Minds:** Sentiente's mission is to elevate minds through literature. We recognize that words have the potential to ignite curiosity, empathy, and growth.

**Transforming Lives:** We go beyond ink on paper. Sentiente aims to transform lives by connecting authors, readers, and communities. Our commitment extends to societal well-being and positive impact through reading and writing.

# SENTIENTE Partners Value Added Service Provider



# BRAND IMAGE as Author Value Added Service Provider



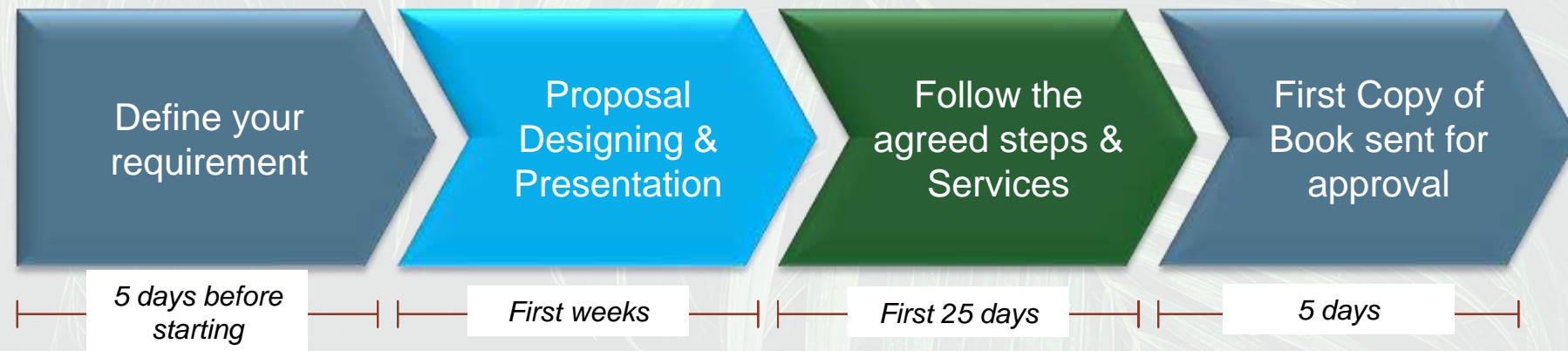
VISION

MISSION

OBJECTIVES

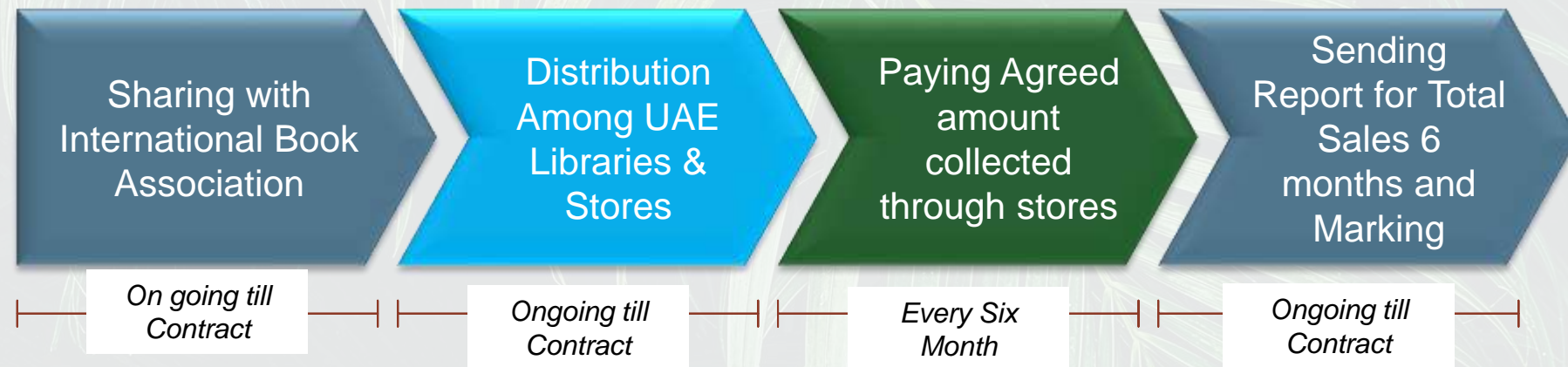
# Publishing & Distribution at the Core

## Book Publishing Framework



# Publishing & Distribution at the Core

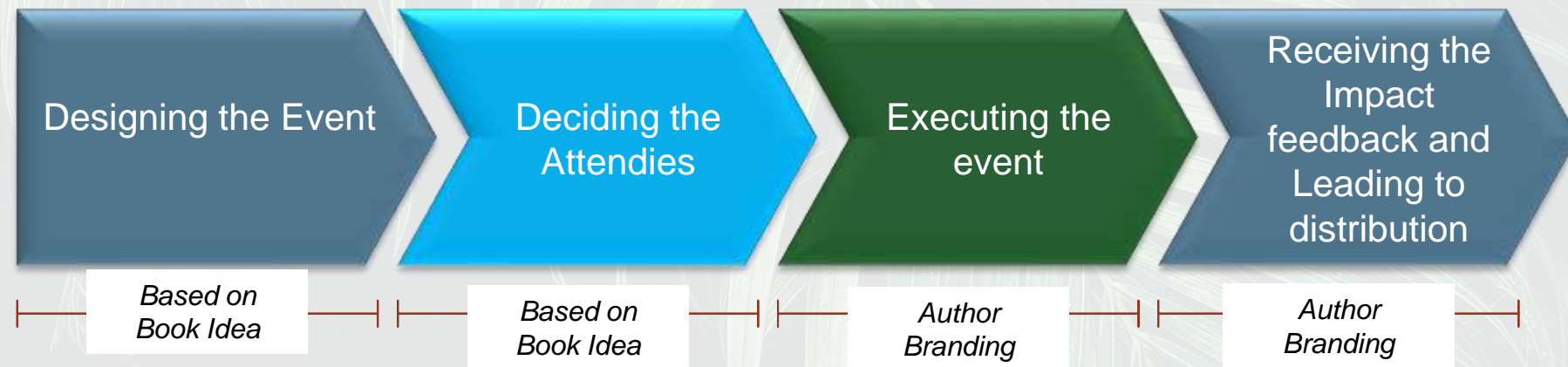
## Book Distribution Framework





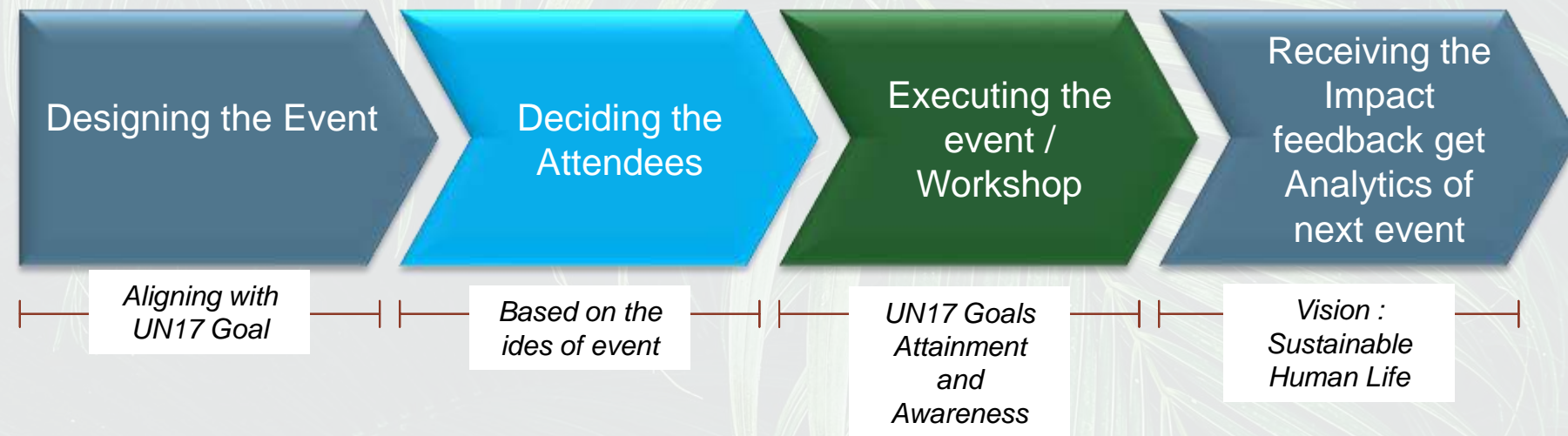
# Publishing & Distribution at the Core

## Book Opening Events for Author Author Branding



# Publishing & Distribution at the Core

## Conferences and Workshop to Spread Sustainability Framework



## Contact US



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# Follow Us



A LEADER  
IS ONE WHO KNOWS THE  
GOES THE  
AND SHOWS THE **WAY**  
“ JOHN C. MAXWELL



**Great things** in business are never done  
by one person, they're done by a **team** of people.

— Steve Jobs —

