

H.E. Ambassador Mariam Adam Bio

H.E. Ambassador Mariam Adam serves as the Global Public Relations Officer for the African Women in Leadership Organization (AWLO) and is the Ambassador of Culture and Tourism (AUGRG) for the African Union Sixth Region.

Originally from East Africa and now identifying as African Canadian, Amb. Mariam Adam is a dedicated leader and community connector. She holds multiple leadership roles, where she showcases her expertise in leadership and innovation within the travel industry, notably as the Sales Manager of Zara Tanzania Adventures and an active supporter of Zara Charity.

In addition to her professional achievements, Amb. Mariam is a committed community advocate who works tirelessly to support both local and international communities. She serves as President of the World Women Leading Change chapter for Canada & the Pacific, promoting cross-cultural understanding and economic inclusion through trade, tourism, and empowerment. Her efforts extend to local initiatives, tourism investments, and educating business entrepreneurs via Zoom around the world, all aimed at bringing business to Africa. She has coordinated significant events, such as the Post-COVID Conference, and contributed to the Black Advisory for Mayor Patrick Brown.

An accomplished entrepreneur, Amb. Mariam is also a board member of WIDAFEST (Windsor International Diaspora African Festival) and the Toronto International Swahili Festival. Sophia Federation Her guiding philosophy,

"Teamwork makes the dream work," reflects her belief in collaborative efforts. Her strategic vision and unwavering dedication make her a valued asset to both her community and the broader global initiatives she champions.