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Ferhana Jameel is a creative Diversity, Equity and Inclusion consultant and Business Psychologist, applying principles of psychology to support transformational learning within organizations. With a strong background in educational publishing, Ferhana has played a key role in building anti-racist toolkits such as Pearson's Race and Ethnicity Editorial Guidelines. As an expert communicator and qualitative researcher, Ferhana utilises her storytelling skills to design impactful and inclusive communication strategies and facilitate psychologically safe and collaborative spaces of critical thinking, learning and growth.

Ferhana's recent Organizational Psychology MSc research on professional women of colour in the UK and their intersectional identity work since BLM 2020 has informed her anti-racism work and coaching approach, helping organizations to identify structural racism barriers in order to value the wisdom of the lived experience to reach equitable and sustainable goals.