

[Manar Sweillam Morales](#) is a national thought leader and visionary who accelerates culture transformation by humanizing organizations, driving meaningful change, and empowering people. As the Founder & CEO of [DFA](#), Manar partners with leaders to co-create the future of work, helping organizations unlock their full potential by making culture their competitive advantage.

For over 18 years, Manar has been collaborating with leading organizations to deliver powerful business results. Through DFA, she has advised over 150 organizations and delivered more than 250 keynotes, workshops, and consulting engagements to Fortune 100 companies, AmLaw 100 law firms, and Big Four Accounting firms.

Through DFA's cutting-edge research, strategic advisory services, and vibrant peer network, Manar and her team provide practical, customizable solutions that help members accelerate transformation, connect their people to their culture, and create lasting impact.

Manar is the author of the bestselling leadership book "[The Flexibility Paradigm: Humanizing the Workplace for Productivity, Profitability, and Possibility](#)" (Georgetown University Press, January 2025), which provides a roadmap for building adaptive, resilient organizations that bring out the best in their people.

A sought-after speaker, author, and trusted advisor, Manar brings a wealth of expertise from her background as an employment litigator and former adjunct faculty member at Georgetown University. Her strategic insights help leaders navigate the complexities of modern workplace transformation while maintaining both human connection and business excellence.

Manar's thought leadership and impact have been widely recognized and she is a recipient of the 2023 U.S. Presidential Lifetime Achievement Award for service. She is a member of the President's Council of Cornell Women and the International Women's Forum. Her work and advice have been featured in Harvard Business Review, Forbes, Fast Company, Wall Street Journal, and American Lawyer Media.

Manar is also the creator of Living Your All™—a message, mission, and movement that leadership and life are interconnected parts of a fulfilling, purpose-driven existence.

As a passionate advocate for culture transformation, Manar helps leaders bridge the gap between policy and practice so individuals, teams, and organizations can thrive together.