

Raabia Shafi

Senior Consultant

Raabia Shafi is a human-centered designer, experiential facilitator, and leadership development coach with a focus on strengthening executive teams. She designs and implements strategic engagements that drive profitability via cultural transformation.

Harnessing many years of experience with an expansive client portfolio of multi-national leaders, Raabia builds trust, listens intently, and develops meaningful solutions that embrace design thinking and adult learning principles. She synthesizes findings from in-depth exploration and analysis, crafts purposeful narratives that clarify the impediments to organizational performance, and then leads collaborative sessions that transition stakeholders from splintered perspectives and ways of operating to alignment. These sessions can include leadership development workshops, interactive speaking engagements, and individual coaching and consulting to support cultural change and process improvement.

Prior to joining Proteus, Raabia directed client engagements for the consulting arm of Danny Meyer's training company, Hospitality Quotient, where she helped leadership teams across more than 20 industries build and sustain their strategic visions. Raabia's broad professional background also includes her role as a learning strategy consultant for Booz Allen Hamilton, during which she supported senior ranking U.S. military and intelligence officials to execute missions related to humanitarian disaster relief, military combat stress management, suicide prevention, cross-cultural competence, and national security crisis simulations.

Raabia received a Bachelor of Arts with honors from the University of Virginia, where she studied History and South Asian Studies. She received her Master of Arts in History at the George Washington University with a focus on U.S. foreign policy, as well as post-graduate coursework at George Mason University. She has completed master facilitation courses with Langevin Learning Services and design thinking labs and boot camps with the Hasso Plattner Institute of Design at Stanford, The Design Gym, and Booz Allen Hamilton.



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