

Silvia Eldawi, Founder, Propologi

An esteemed leader in the real estate industry since 2002, Silvia has been a Director and Board member at some of the most renowned estate agencies. Her teams have skilfully overseen the management of prestigious property portfolios on behalf of royalty, family offices, developers, and REITs with an unparalleled reputation for excellence.

Silvia has cultivated a 'London standard of distinction' within the industry by hailing from one of London's most renowned heritage brands, spanning the most wealthy areas from Mayfair to Wimbledon. Through her refined talent acquisition and development expertise, she has nurtured and guided hundreds of aspiring property professionals, serving an exclusive clientele base. Her exceptional efforts have garnered her over 50 recognition awards.

Silvia has meticulously handpicked, trained, and mentored more than 750 property professionals in the UK, UAE, and KSA, emphasizing the delivery of exceptional service and building networks.

Well-versed in safeguarding her clients' wealth and equipping her mentees with recession-proof skills, Silvia adeptly stays ahead of emerging trends and technology while maintaining a firm grasp on the industry's pulse.

As a testament to her entrepreneurial spirit, Silvia co-founded a proptech startup and launched an investment management app on iOS and Android, which earned the distinguished title of Entrepreneur Middle East Tech Solution of the Year Award in 2022.

Today, Silvia takes immense pride in founding PROPOLOGI®, the brainchild of her passion: future-proofing property professionals and real estate agency brands.

With an extensive global network, Silvia is frequently invited to speak at public forums, contribute to business publications, and participate in judging panels for industry awards. Additionally, she serves as a business columnist for Arab News and actively supports CityscapeWIRE, championing the cause of uniting and empowering women in the real estate industry.

Leveraging her vast knowledge, Silvia empowers property professionals to unlock their highest potential in the real estate realm, combining quintessentially British artistry and scientific principles in her approach.