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## Founding Owners' Biographies



Reem Rahim

As Chief Marketing Officer at Numi, Reem Rahim heads all marketing efforts including all package design. Reem is fluent in all aspects of tea, including its history and cultivation as well as product development of Numi's full-leaf quality tea and organic and fair trade sourcing.

After earning her B.S. in Biomedical Engineering from Case Western Reserve University, Reem switched gears and went on to pursue a Diploma d'Arte in Drawing

and Painting from Lorenzo di Medici Art Institute in Florence, Italy and then a Masters in Fine Arts from John F. Kennedy University in the department of Arts & Consciousness Studies. Reem's hand painted original paintings inspired by her brother and co-founder's photography grace Numi's packaging.

Along with her brother, Ahmed, Reem is a chief contributor and co-creator of Numi's green and sustainable values. These efforts consist of partnering with Freeset, a textile cooperative in Calcutta, India that provides sewing and literacy skills to women once in the prostitution trade, to initiation of Numi's non-profit organization and the social and environmental causes it supports.

Reem continues to create art in her studio in Oakland, California and is fluent in English, Italian, Spanish, and Arabic.



Ahmed Rahim

Ahmed Rahim is the master blender, alchemist, CEO and Co-Founder behind Numi Organic Tea. Before starting the Numi business in 1999 with his sister, Reem, Ahmed lived and worked in Europe for ten years. In the early part of the 1990's, Ahmed lived in Paris working as a professional film maker and photographer. Ahmed continued traveling throughout Europe and ended up in the German Alps where he continued his artistic expression in the

music scene. Ahmed was led to Prague where he spent the next 6 years in film-making and photography. During his stay in Prague, Ahmed was asked to help create and design teahouses. He then became a partner in a teahouse and helped expand and grow the business.

Ahmed is fluent in English, Arabic, French, German and Czech. He holds a BA in Psychology and Theatre, from New York University, and has studied Film and Photography at various universities in NYC, Paris and in Prague. He is currently studying Architecture to create a sustainable future.