



Yara Obeidat

Chef & Founder of Yara's Corner

Jordanian - Jordan

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Who is Yara Obeidat

Yara Obeidat is a Jordanian chef and entrepreneur who successfully transformed her passion for culinary arts and pastry into an inspiring professional career. Before entering the world of gastronomy, Obeidat worked as a telecommunications engineer at Zain Jordan for a decade. She holds a Bachelor's degree in Electrical Engineering with a specialization in Communications from the Jordan University of Science and Technology. Driven by a deep-seated love for cooking that she had nurtured since childhood, she made the bold decision to leave her engineering career to follow her dream. In 2014, Obeidat founded her own business, "Yara's Corner," which quickly became a well-known brand for specialty cakes and pastries. Not content with entrepreneurial success, she expanded her presence to become an influential culinary media personality. She hosts her own television show, "Yara's Kitchen" (Matbakh Yara), on Amman TV and has appeared on other channels, including Roya TV. Through her social media platforms and television programs, Yara shares her innovative recipes and expertise with a broad audience, focusing on Middle Eastern and international cuisine while also highlighting Jordanian and Palestinian food heritage.

Achievements of Yara Obeidat

Yara Obeidat founded her specialized cake and pastry brand, "Yara's Corner," which has gained significant recognition in Jordan. This venture marked a major turning point in her professional life, transitioning from a career in engineering to entrepreneurship in the food industry. She has successfully built a strong media presence as a TV chef, hosting her own program, "Yara's Kitchen" (Matbakh Yara), on Amman TV. Through the show, she shares recipes and cooking techniques with a wide audience, solidifying her status as one of Jordan's most prominent culinary personalities. Obeidat was selected as a speaker for a TEDx conference at the University of Jordan, where she shared her inspiring career transition story. This engagement highlights her influence as a public figure and entrepreneur capable of motivating others.

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