

Brand & Corporate Communication

Brand and communication operator with 30+ years across 15 markets. Led group communication for a 12-country bank through a decade of crises, then sat on the executive committee of a GCC group, leading its rebrand, business-model shift and digital transformation. Now aligns corporate brands with business strategy through transformation, and shapes founder visibility and investor narrative for CEOs and growth companies.

EXPERIENCE

30+ years

AT EXECUTIVE LEVEL

15+ years

LARGEST TEAM

50–200 people

LARGEST ANNUAL BUDGET

\$1–10M

KEY EXPERTISE

Marketing & brand

Positioning & messaging

Brand build or refresh

Digital marketing & e-commerce

Market & customer insight

Corporate communication & reputation

Founder and CEO personal branding

Investor and pre-IPO narrative

People & governance

Culture, engagement & change management

Governance, board & localization

Leadership

Build the function from zero

Crisis management

SELECTED MISSIONS

Personal and Corporate Branding Consultant

Brand & communication advisory · GCC / Levant

Independent practice advising CEOs, founders and leadership teams across the GCC and Levant, pairing brand strategy with executive coaching. 10+ mandates delivered: repositioning and rebranding of two 50-year-old companies; brand foundations and guardrails for three startups; a brand health check for an aviation company; and a business-model reset for a 20-year-old trading and distribution company.

Brand strategy and a crisis framework for a \$2.2B real estate company ahead of its IPO, approved by its board on first submission, with no revisions.

General Manager, Strategy & Communications; Executive Committee member and Board Secretary

Diversified group · GCC

A diversified GCC group operating across the region and shifting its business model. From the executive committee, built the group strategy behind a full rebrand, led the main company's digital transformation and ran culture change through the group's training arm. Supported the Chairman across 50+ public speaking engagements.

Brand foundations defined for 10 group companies, the digital transformation run across 8 strategic priorities, 50 opportunities screened across 20 industries and culture change delivered for a 1,000-employee company.

Head of Group Communication

Banking · Levant

A banking group in 12 countries through a decade of national crises. Wrote its first crisis communication plan and led communication through a revolution, a banking-sector collapse, COVID-19 and the Beirut port explosion. Launched its social media and 4 websites.

Top-3 brand awareness for 9 years, an Effie and seven Midas awards, and a financial-literacy TV series named Best Marketing Campaign 2016.

HAS OPERATED IN

Industries

Banking
FMCG & consumer goods
NGO, development & multilateral
Professional services
Real estate & construction

Company stages

Corporate / listed
Family business
NGO / multilateral
SME
Startup

Company size

Up to 5,000 people

Company revenue

All revenue levels

Markets

Armenia
GCC
Levant

ENGAGEMENT

Formats

Fractional, Project, Advisory

Pricing

Hourly, Day rate, Monthly retainer, Project fee

Works

Remote, on-site, open to travel

Based in

Muscat, Oman

Languages

Arabic, English, French

Head of Corporate Communications

Investment banking · GCC

A Gulf investment bank raising capital through private placements, with no communication function. Built the department and led a full rebrand from identity to internal rollout. Upgraded the private placement memorandums, launched a bilingual investor newsletter and produced a \$250K investor presentation for a major industrial project. Kept investors informed through the 2008 financial crisis.

Full rebrand delivered and well received internally and externally; every private placement during the tenure closed, backed by the investor materials produced.

Communication and Information Officer

Humanitarian NGO · Levant

A national humanitarian NGO competing for public attention and donations. Built its PR strategy and media relations, hosted seven executive media lunches with the Minister of Information and top editors, and ran three national volunteer days with 3,000 participants and presidential attendance.

Secured consistent high-value coverage, none of it paid, and lifted national campaign funds by 2% organically.

EDUCATION

Degree

Master's, Information and Communication

Certification

Associate Certified Coach (ACC), International Coaching Federation, 2025
Professional Certified Transcendence Coach, Coaches Circle Academy, 2024
NLP Practitioner, American Board of NLP, 2019