



## **GULIA SHARIPOVA**

**Chief of Staff | Executive Operating Partner | Enterprise Strategy & Governance | Strategic Communications**

- Riyadh, Saudi Arabia
- [gulia.sharipova@hotmail.com](mailto:gulia.sharipova@hotmail.com)
- [linkedin.com/in/gulia-sharipova](https://www.linkedin.com/in/gulia-sharipova)
- +966 50 208 7537

### **PROFILE**

Senior communications and executive advisory leader with 15+ years of experience operating at the intersection of leadership communications, institutional reputation, and stakeholder engagement in complex, highly regulated environments. Trusted advisor to senior executives and public-sector leaders, with a track record of shaping clear narratives, governing high-visibility communications, and translating complex subject matter into credible, audience-appropriate messaging. Experienced across multinational corporations and international organizations, working with governments, multilateral institutions, and global media in high-scrutiny contexts.

### **CORE EXPERTISE**

Executive Communications Strategy | Institutional Narrative & Positioning | Reputation & Issues Management | Executive Advisory & Leadership Support | Governance & Communications Oversight | Research & Policy Translation | Media & Stakeholder Engagement | Content Governance & Editorial Direction | Crisis Preparedness & Response | Cross-Functional Coordination

### **EXPERIENCE**

#### **Chief of Staff, Head of Communications & Growth Projects Lead—Merck Healthcare | 2024 – 2025 | Riyadh, KSA**

- Led country-level corporate communications strategy, ensuring alignment with global frameworks, local governance requirements, and public-sector stakeholder expectations.
- Acted as senior advisor to the SVP/Managing Director on institutional positioning, executive messaging, and sensitive communications.
- Provided editorial oversight and final approval of internal and external communications, ensuring narrative consistency, credibility, and compliance.
- Supported engagement with ministries, regulators, and external partners through structured briefing materials, messaging frameworks, and issue preparedness.
- Translated business priorities, policy considerations, and organizational initiatives into communication-ready narratives for leadership, employees, and external audiences.
- Ensured communications adhered to corporate ethics, compliance standards, and local regulatory requirements.

#### **Senior Consultant, Digital Communications—WHO (World Health Organization) | 2021-2024 | Geneva, Switzerland**

- Led global digital and public communications during the COVID-19 pandemic, supporting dissemination of authoritative guidance at scale in a high-misinformation environment.
- Developed official messaging, press-ready narratives, and executive briefing materials for ministerial, intergovernmental, and media-exposed engagements.

- Supported senior WHO leadership in high-visibility, multi-country initiatives involving governments, UN agencies, and international partners.
- Ensured clarity, credibility, and policy relevance of communications derived from complex technical and scientific content.
- Contributed to crisis preparedness and response communications, safeguarding institutional trust and reputational integrity.

**Chief of Staff to Vice President | Senior Digital Media Manager | External Relations & Communications Manager—MSD (Merck Sharpe & Dohme) | 2013 – 2022 | Moscow, Russia**

- Played a central role in regional reputation management across 10+ markets, aligning leadership messaging with corporate, regulatory, and public expectations.
- Led communications for executive visits, media-exposed events, and senior stakeholder engagements in complex political and regulatory contexts.
- Acted as senior advisor on communications governance, organizational risk, and external positioning.
- Oversaw external agencies and media partners, ensuring message discipline, consistency, and high-quality delivery.
- Ensured strong alignment between internal leadership communications and external narrative across diverse audiences.

**Communications Lead (Government & Donor Programs)—USAID/UN | 2010 – 2012 | Dushanbe, Tajikistan**

- Led communications for government-linked development programs operating under donor accountability and public-sector governance frameworks.
- Managed communications with donor agencies, public institutions, and international partners.
- Developed reporting and communication materials supporting transparency, stakeholder engagement, and institutional accountability.

**EDUCATION & CREDENTIALS**

- Strategic Communication Management Professional (SCMP) – Global Communication Certification Council
- Executive Program, Digital Marketing & Social Media – Columbia Business School
- M.A., International Relations & Foreign Languages – Russian State University
- B.A., Global & Public Policy Studies – Chatham University

**LANGUAGES**

English (Near Native) | Russian (Native) | Turkish (Native) | Farsi (Native) | German (Intermediate) | French (Basic)