

"I didn't learn to be silent when I had an opinion. The reason they knew who I am is because I told them"

Senior communications and transformation leader with 14+ years of experience across the public, private, and diplomatic sectors, including strategic roles at PwC, NEOM, EY, the U.S. State Department, and Burson. Specialized in stakeholder engagement, and policy-aligned communications. Proven expertise in corporate governance frameworks, stakeholder policy alignment, thought leadership, and research-based advisory.



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(Citizenship)

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## Experience

Director Communication  
- Government Public  
Affairs

**Burson**  
**Saudi Arabia, Riyadh**

Feb 2025 – Sep  
2025

- Development of executive messaging: press releases, speeches, opinion pieces, and policy content. - Advise government entities on public visibility, narrative framing, and regulatory communications. - Support review and positioning of strategic content tied to national programs.

Senior Manager,  
Transformation

**PwC**  
**Saudi Arabia, Riyadh**

2023– 2025

- Drafted and reviewed thought leadership for governance and public sector reform initiatives. - Created strategic reports, stakeholder comms, and policy papers for senior government clients. - Shaped communications aligned with transformation and institutional maturity goals.

Business Transformation  
Lead

**EY**  
**Saudi Arabia, Riyadh**

2021 – 2022

- Designed TMOs and supported governance model shifts. - Led VRO and international affairs strategy documentation and messaging.

Comms &  
Transformation Lead –  
FSS

**NEOM, Tabuk**

2021

- Developed stakeholder-facing content and activation strategy. - Led communications aligned with sector launch, regulatory messaging, and ESG positioning.

Director, Strategic  
Partnerships & Comms

**Subway, Saudi Arabia,  
Riyadh**

2016 – 2021

- Managed external communications and corporate partnerships. - Authored manuals for operations, governance, HR, and BD.

Public Diplomacy Adviser

**U.S. Dept. of State**  
**Saudi Arabia, Riyadh**

2012 – 2014

- Handled public policy messaging during major diplomatic visits. - Honored with Eagle Award for high-impact public affairs.

Trade Specialist  
Assistant

**U.S. Dept. of  
Commerce, D.C.**

2012 – 2014

- Wrote trade guides and briefing documents; supported U.S. export strategy.

Trade Commissioner  
Assistant

**Global Affairs Canada,  
Ottawa**

2010 – 2012

- Facilitated international trade partnerships and prepared industry-facing materials.

## Education

### Arizona State University (ASU)

Master of Public Policy 2016 – GPA 4.0 (Deans List)  
AZ, USA

### Carleton University

Bachelor of Applied Economics with Honors 2009  
(Program in Collaboration with McGill University) ON, Canada

### The London School of Economics & Political Science (LSE)

Diploma in International Relations & Political Economy 2021  
London, U.K

### Northwestern University – Kellogg School of Management

Diploma in Communications & Marketing Strategy 2021  
Evanston, IL

## Professional Certifications & Other

- Project Management Professional (PMP) Candidate
- 2016 Outstanding Student for school of Public Affairs at ASU
- 2016 Graduate Teaching Assistant at ASU for : 1) Change Leadership & 2) Economics & Public Policy
- Multiple awards from the U.S. Honors Society for Non-profits
- 2011 Summer Analyst at Booz&Co.
- 2009 Commercial Banking at The Royal Bank of Canada