

TAREK EL MOUKACHAR

Strategic Communications Leader

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PR Strategy Certificate, eCornell University

Bachelor of Science in Computer Science, University of Balamand, Lebanon

SUMMARY

- 19+ years of senior leadership in corporate and strategic communications across GCC and MEA
 - Proven builder of high-performing communications functions and regional teams
 - Trusted advisor to CEOs, boards, and government stakeholders
 - Deep expertise in crisis, issues, and reputation management
 - Strong track record in executive and spokesperson positioning
 - Known for optimizing multi-million-dollar budgets while maintaining lean, high-performance teams
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EMPLOYMENT HISTORY

Senior Partner GCC & Co-Founder KSA, BACCHUS Riyadh, Saudi Arabia

August 2024 - Present

Leading international communications and PR consultancy specializing in destinations, real estate, luxury, and hospitality across global markets and the GCC.

Roles and Responsibilities

- Co-founded and established Bacchus' Saudi Arabia operations and regional leadership platform
- Led communications programs for giga-projects, real estate, hospitality, and tourism portfolios
- Senior strategic advisor to executive leadership, boards, and government-adjacent stakeholders
- Oversaw development of destination narratives, executive messaging, and spokesperson positioning
- Led agency operations including team structure, performance management, and budgeting
- Managed crisis communications, reputation risk, and issues preparedness for priority clients

Select Accomplishments

- Secured and led flagship Saudi tenders and mandates including New Murabba, Boutique Group, Leylaty Group, Laheq Island Red Sea Global, Jayasom AMAALA Resort
- Drove 180% revenue growth through business development, account expansion, and client retention
- Established Bacchus as a trusted partner for giga-project and destination communications in KSA
- Built and scaled multi-market teams across KSA and UAE
- Successfully advised C-suite leaders on high-stakes media engagements and public positioning

Head of NEOM Communications Department, NEOM NEOM, Saudi Arabia

January 2024 - July 2024

Flagship Saudi giga-project driving Vision 2030 through next-generation urban development, sustainability, and digital innovation.

Roles and Responsibilities

- Managed a team of 26 professionals and a communications budget exceeding USD 30M
- Directed cross-functional collaboration across NEOM, and external partners PIF, Royal Court
- Led NEOM's business, sector, region, and subsidiary communications, and strategic initiatives
- Developed executive speeches and positioning for global platforms including WEF Davos and FII
- Established governance frameworks including communications policies, SLAs, and crisis protocols
- Oversaw communications for spin-off company launches and major organizational milestones
- [Head of NEOM Regions and Business Communications November 2022 – January 2024](#)
- [Manager Communications June 2021 – November 2022](#)

Select Accomplishments

- Delivered company-wide media training, achieving 100% spokesperson readiness
- Placed NEOM leaders in 150+ high-profile speaking engagements, increasing visibility by 80%
- Generated over 10,000 media articles for launches and subsidiaries, exceeding KPIs by 25%
- Managed and responded to 1,000+ media requests, increasing capacity by 30% versus 2021
- Led procurement and consolidation of PR agencies, delivering savings of over SAR 10M
- Strengthened organizational crisis readiness through structured frameworks and simulations
- Elevated NEOM's executive profile across global media, investor, and policy platforms
- Spearheaded successful spin-off launches through integrated communications planning and execution

Managing Director Middle East and Africa, REDHILL
Dubai, United Arab Emirates

August 2020 - June 2021

Global strategic communications agency supporting high-growth technology, investment, and corporate clients.

Roles and Responsibilities

- Led the establishment and expansion of Redhill's operations across the Middle East and Africa
- Directed regional strategy, business development, and client acquisition initiatives
- Managed regional P&L, budgeting, and commercial performance
- Advised senior clients on reputation management, media positioning, and market entry

Select Accomplishments

- Built the MEA operation into a major revenue contributor, delivering 85% of regional P&L
- Secured flagship regional clients including Nespresso, Radisson Hotels Group, and Hongqi
- Established Redhill as a credible regional player within 12 months of market entry
- Strengthened alignment between regional teams and global leadership

General Manager Communications Middle East, NISSAN
Dubai, United Arab Emirates

January 2019 - April 2020

Regional headquarters of Nissan, overseeing sales, brand, marketing, and communications.

Roles and Responsibilities

- Led all corporate, brand, and product communications across Middle East markets
- Developed communications strategy, launches and brand initiatives aligned with commercial objectives
- Managed multi-million-dollar communications and marketing budgets
- Advised regional leadership on reputation management and crisis communications
- Led internal communications and employee engagement programs

Select Accomplishments

- Delivered Nissan's largest regional vehicle launch, achieving 400+ global media features
- Achieved average of 98% message pull-through across major campaigns and launches
- Launched Nissan's electric vehicle program in the region
- Increased media output by 12% while maintaining budget efficiency
- Strengthened regional media relationships, improving quality and consistency of coverage

Senior Manager External Communications, TABREED
Abu Dhabi, UAE

October 2017 - January 2019

Regional leader in district cooling and energy efficiency solutions, serving governments, developers, and major infrastructure projects in the UAE, KSA, Oman.

Roles and Responsibilities

- Led external and corporate communications strategy supporting regional expansion and growth
- Led agency management, media relations, and content development
- Advised executive leadership on reputation management and stakeholder engagement

Select Accomplishments

- Led Tabreed's corporate rebrand and rollout of unified brand guidelines
- Secured three industry awards in HSE, Innovation, and Services categories
- Expanded media presence across priority regional and trade publications by 30%

EARLIER EXPERIENCE

- **Senior Consultant, CROWN PRINCE COURT - Abu Dhabi, UAE** Mar 2017 - Oct 2017
- **Head of Communications, DUBAI PARKS & RESORTS - Dubai, UAE** Nov 2015 - Feb 2017
- **Head of Digital, BURSON (FORMERLY ASDA'A) - Dubai, UAE** Feb 2006 - Jul 2015

SKILLS & AREAS OF EXPERTISE

- Media Analysis & Reporting
- Social & Digital Media
- Event Management and Planning
- Media Relations and Training
- Crisis & Reputation Management
- Content Development
- Budget Management
- Internal Communications
- Evidence-led Communications
- Messaging Development
- People Leadership
- Speech writing
- Stakeholder Management
- Identity & Branding
- Cross-Function Collaboration
- Creative Problem Solving
- Data Driven Decision Making
- Marketing & Media Planning