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## **Summary**

Content marketer, communications expert, start-up founder and experienced commercial leader with an award-winning journalistic background and expertise in fields including conference curation/management, brand-building, public speaking, start-ups and P&L responsibility. Also a published academic and prominent industry thought leader. Has worked across a number of countries such as Switzerland, Dubai, Australia, Singapore, Saudi Arabia and the native country – which is the United Kingdom.

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## **Education**

Harvard University – 2023  
Executive education programme, Behavioural Decision Making

Y Combinator – 2020  
Start-up School

Bernard Desmidt – 2017-2019  
Leadership Training

Keele University – 2008-2010  
Masters of Arts degree in European politics (distinction)

Richmond College – 1999-2000  
National Council for the Training of Journalists 'newspaper journalism' course – including the completion of modules in law, public affairs, central and local government, and sub-editing

Brunel University – 1996-1999  
Bachelor of Arts degree in English literature (2.1)

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## Awards

National Certificate Examination (National Council for the Training of Journalists senior professional qualification). Editor's blog "highly commended by the jury" in the UACES/King's College London Reporting Europe Prize. Shortlisted for reporter of the year prize in the 2008 Work Foundation Media Awards. Publication of academic papers in a number of prestigious journals. Employee of the year in 2011. Won two media awards for Mumbrella in 2018 from the Singapore Media Publishers Association. Shortlisted for Dubai Lynx digital design award for NEOM.com in 2022 and on the team that won a Film Craft Clio Award (bronze) in 2022, as well as being shortlisted for the Art Director Guild Awards (Hollywood). Winner of the 2024 Global Short Film Awards Cannes Science & Technology category. Asana Workflow Specialist. Bain Certified CX Practitioner.

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## Employment history

### *NEOM (December 2024 – present, Saudi Arabia)*

Leadership marcom and thought leadership manager – working exclusively with the CEO, DCEO and CMO on marketing and communications strategy, planning and execution. End-to-end project management on high-profile projects. Working on tentpole event participation at the World Economic Forum (Davos, Switzerland) and the Future Investment Initiative (Riyadh, Saudi Arabia) – including video production, speeches, presentations and talking points. Workstreams also include thought leadership, annual reports, internal comms, media profiles and social media posts.

### *NEOM (June 2021 – December 2024, Saudi Arabia)*

Content manager – managed NEOM.com, growing traffic from one million to 13 million visits in the first 12 months. Managed copy on NEOM's social channels, seeing growth from one to three million followers in a year. Helped produce award-winning campaigns across print, television, outdoor and on social media. Ensured one brand voice across all marketing and communications channels. Writing speeches/interviews/thought leadership, overseeing film and infographic projects and acting as the strategic lead and final quality-assurance filter for all external messaging – including digital, social, campaigns, events and CRM. Managing content, digital and design agencies on projects, as well creating films (hero, explainer and mini-documentaries) with the resident production house.

### *Click2View (Apr 2021 – June 2021, Singapore)*

Chief growth officer (interim consultancy role) – helped the agency to develop sales leads, management strategies, growth roadmaps, new business units, content plans and market-entry tactics. Also developed creative pitches – plus tech solutions – for high-profile clients.

### *C-suite (June 2020 – June 2021, Singapore)*

CEO & co-founder – created the vision to build a learning platform for high-profile executives and aspirants. Recruited and managed a team of six, including a CTO, head of UX/design, partnerships manager and head of operations. Launched the app within five months,

generating revenue, content, members and media coverage – having fundraised a six-figure sum from angel investors.

*First Wave (June 2020 – April 2021, Singapore)*

Events & IP director – overseeing agency business development, pitches, creative and execution – for a wide range of government and corporate clients – and managing a multi-faceted team. Plus working on original IP projects and big brand partnerships.

*TheAsianparent (January 2020 – May 2020, Singapore)*

Head of events & intellectual property – conceptualising from scratch large-scale events and IP for the venture capital-funded firm. Developed a suite of events products and a paid-for version of the app, plus high-level guidance on the direction of travel for editorial content. Worked closely with the teams in Singapore, Thailand and Indonesia.

*Mumbrella (October 2016 – December 2019, Australia and then Singapore)*

General manager (Asia) – built the Mumbrella brand in Asia into a pan-regional business, public speaking, recruiting a team, growing the annual awards show and launching the flagship Mumbrella360 Asia conference – plus the Travel and Finance Marketing Summits. Sat on the leadership team, helping to support and grow the business in Australia too.

*Motivate Publishing (May 2015 – August 2016, Dubai)*

Group editor – oversaw magazines/websites such as The Week Middle East, Campaign Middle East, Business Traveller Middle East and Gulf Business as well as all contract-publishing titles. Managed a 15-strong team plus more than 20 publications. Public speaking (Dubai Lynx and live celebrity interviews) plus event organising (Gulf Business Awards and Business Traveller Middle East Awards).

*Numbrs (May 2014 – April 2015, Switzerland)*

Head of content marketing – wrote and edited content for the technology unicorn company Numbrs. Developing company communications (internal and external) strategy and processes. Social media, public relations and investor relations activities. Formulating a corporate 'one voice' approach across the group.

*Policy Review (Neil Stewart Associates) (October 2013 – April 2014, UK)*

Managing director and editor – created and led a prominent European news/analysis online portal publishing high-quality editorial content in the realms of politics, international affairs, public sector management issues, business, public administration and legislative scrutiny. Presented the value of our editorial and commercial offering to major clients in London, Brussels and Washington.

*PublicServiceEurope.com (January 2011 - September 2013, UK)*

Founding editor – managed esteemed title focused on European politics, international relations, public administration and business affairs. Oversaw a team of journalists including two Brussels-based correspondents, a photographer and a Spanish-based political cartoonist as well as a UK reporter, a secret columnist and a number of freelance writers. Work also included a critically acclaimed editor's blog, a focus on curating other 'best of the rest' media, search engine optimisation and analytics in addition to our own in-house

journalism. Liaised with the sales team and generated commercial leads – enabling the title to become an immediate commercial and editorial success across Brussels and beyond.

*Public Servant magazine (April 2004 – January 2011, UK)*

News editor – produced news and features focused on the public sector and managed editorial staff. In-depth analysis of politics, the public sector and its partnerships with the private sector. Updated website daily, commissioned contributing writers and photographers as well as initiating successful marketing contra-deals, issuing penetrating press releases to national media, delivering speeches and creating innovative strategies (and themes) for company conferences, advertorials and directories.

*Harrow and Wembley Observer Series – Trinity Mirror (October 2002 – April 2004, UK)*

Senior reporter – specialised in local government, health and crime reporting. Covered major (often front-page) stories on a busy news desk as well as working on content strategy and writing leader columns. Mentored junior reporters and took part in ambassadorial work to boost the title's public profile.

*Woking News and Mail – Guardian Media Group (June 2000 – October 2002, UK)*

Senior reporter – specialised in health and local government reporting. Wrote leads, features, fillers and news-in-briefs as well as covering crown, magistrates and coroners courts. Developed ideas for pictures and advised trainee reporters on points of law and ethics.

*Southern News Agency - Cassidy & Leigh (June 2001 – April 2004, UK)*

Freelance reporter – produced copy under tight time constraints to be wired to national newspapers.

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## References

Available upon request

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## A sample of LinkedIn testimonials

Tim Burrowes, Mumbrella co-founder & editor-at-large:

*“During his three years with Mumbrella Asia, Dean demonstrated an exemplary worth ethic. He strove to make Mumbrella a better and more successful product than he found it, and he succeeded. Dean is a diligent and diplomatic networker and combines commercial awareness with editorial aptitude.*

*“He turned Mumbrella360 into one of the best marketing industry conferences Singapore has seen. Dean utilised charm and connections to deliver a world class speaker lineup with a string of international and top level local speakers.*

*“He also helped Mumbrella set the industry standard for creating a rigorous awards judging process. Dean built an excellent, and well respected team, leading them in delivering high quality products on a tight budget. I would happily work with Dean again.”*

Martin Lane, former Mumbrella CEO & co-founder:

*“I have known Dean since October 2016, when he joined Mumbrella as publisher of our Asia business. This involved managing the entire Asia content portfolio - website, newsletter, conferences and awards - as well as an editor, two salespeople and an event manager.*

*“During Dean’s time as publisher - and later when he was promoted to general manager - he took our newsletter daily (from thrice weekly), grew the subscriber database from 7,500 to more than 26,000 and increased web traffic by over 46 per cent. He also launched our flagship conference, Mumbrella360, attracting more than 1,000 delegates in 2017 and 1,500 in 2019, as well as conferences for travel and finance marketers.*

*“Dean works extremely hard, is determined to be successful and is a passionate advocate for our brand. I would have no hesitation in recommending him for any senior role in the publishing or events space.”*

Darren Woolley, TrinityP3 founder & global CEO:

*“Dean demonstrates that unique combination of business / commercial acumen, with marketing skills and a journalist instinct for a great story and content. Anyone of these is a significant plus, but having all three in one package makes him a unicorn in the content, publishing and events world.”*

Juliana Chan, Wildtype Media Group CEO:

*“Let me tell you how much I enjoy working with Dean. As an editor, he understands the importance of a powerful narrative. As the manager of a brand, he also balances the commercial aspects involved. He’s smart, always responsive, and kind.”*

Ashish Bhasin, Dentsu Asia-Pacific CEO:

*“Dean is someone who has a wide-ranging skill set that includes oversight across commercial, editorial and events. He has built a business in Asia, but at the same time has been a practitioner. With him, you get both the macro and the granular in one package. That sort of profile is rare and highly valuable to any brand or business.”*

Jason Leavy, Vice Media senior vice-president of international growth:

*“Dean is an experienced and well-respected journalist and editor with excellent market knowledge and an intrinsic understanding of what constitutes great content. Relating to the latter point, he also understands how the world of publishing has to evolve in the 'always on' era and embraces the new opportunities presented by digital communications.”*

Gina Johnson, editorial director at Motivate Media Group:

*“I worked with Dean for more than a year at Motivate in Dubai where he was responsible for the strategic development and management of all aspects of our editorial business division. Dean is a talented and ethical journalist who understands the value of quality content. As an editor he has a commendable work ethic and the ability to galvanise a team - a combination that provides a real asset in an emerging media market.”*

Johannes Huebner, Stryber CTO:

*“It was an absolute pleasure working with Dean, who truly enriched our marketing team. Dean is a great team player, and he possesses excellent writing and communication skills. He would be a great addition to any team.”*

David Allaby, former Public Servant magazine editor:

*“Dean has been with me from the outset of Public Servant in 2004 and after two outstanding years of study and preparation in parallel with his work as the magazine’s news editor he stepped up to become launch editor of publicserviceeurope.com. And what a success he made of it.*

*“There’s little need for me to offer Dean a reference. The website and a stunning collection of testimonials from around the world say it all. His secret is he works incredibly hard at his passions and projects. He is rigorous and utterly committed in his journalism and academic work. Europe has stretched him, but there is much more to come.”*

Professor Martyn Bond, Regent’s University London:

*“Dean has some of the best qualities of an editor: knowing his subject very well indeed, having a keen sense for identifying interesting stories, being clear about just what he wants correspondents to write, and then having the courage and confidence to let them get on and write it. It is a pleasure discussing issues with him, and writing for him at Public Service Europe.”*

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