

# MOHAMED A. GHOZEIL, MBA, CMC, Chart.PA

Public Diplomacy, Public Affairs, Business PR, Corporate Marketing

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## PROFESSIONAL SUMMARY

 Seasoned Public Affairs & Political Management Advisor with over two decades of working experience in shaping strategic communication visions and fostering stakeholder relationships. Proven ability to analyze public sentiment and craft effective strategic visions that influence public's behavior. Committed to advancing strategic Political marketing initiatives and enhancing civic engagement through innovative outreach and strategic corporate advocacy.

## PRACTITIONER

 Multicultural Diplomacy, Public Affairs, Political Communications, Political Management, Crisis Communications Preparedness, Government Communications, Transformation Management, Cultural Change, Nations Branding, Policy Making, Image Building, Political Marketing, and Reputation Management.

## EXPERIENCE

-  **Group Executive Director** Vanguard Governance Advisors | **Managing Director** Luminary Insights Consultancy (March 2024 till date)
- Executive Director Public Affairs practices** Extend Group (2022 - 2024)  
**Managing Director | Editor-in-Chief** Figures ME (2017-2024)
- Director, Public Affairs** Hill & Knowlton Strategies (2018 - 2020)
- Chief Digital & Communications Officer** CENOMI (2016 - 2018)
- Chief Corporate Marketing Officer** AAGH (2014 - 2015)
- Senior Advisor, Strategic Corporate & Global Communications** Saudi Telecom Group (2011 - 2013)
- Executive Director & Chief Strategy Officer** Oram Daniel & Associates (2010 - 2013)
- Managing Director, Regional Corporate Affairs Director MENA** Buchanan Communications (2007 - 2010)
- Director, Strategic Communication** Leo Burnett (2003 - 2006)
- Group Communication Director** Ogilvy & Mather (2000 - 2002)
- Senior Director** Saatchi & Saatchi (1996 - 2000)
- Marketing Senior Manager** UNION CO-OP S.A.R.L "FMCG Retail" (1988 - 1995)

## ACADEMICS

-  **Masters' Level, Post-Grad Diploma in Public Affairs** the Chartered Institute of Public Relations (2021), Britain,
- Certificate in "Sustainable Business Strategy"** Harvard Business School (2020),
- Exe. Program Certificate in Communications & Brand Meaning Strategies** Harvard Business School (2002),
- Diploma "Certified Marketing Consultant"** the Consultants Institute (1993), USA,
- Master's Level, Post-Grad. Dip.** Universidad Politécnic de Madrid (1991), Spain,
- PhD / Strategic Management** the Association of International Accountants (1990), Britain,
- MBA / Business Administration** the Association of International Accountants (1987), Britain,
- BBA / Accounting & Finance** the Association of International Accountants (1985), Britain.

## MAJOR ORGANIZATIONS CONSULTANCY

 **Ministry** of Transport & Logistic Services, **Ministry** of Economy "Saudi Arabia", **Ministry** of Defense, **Ministry** of Interior "Tanmiah", **Ministry** of Culture, **AlJazira** Bank, **The Saudi** US CEO Partnership NY, **SAMBA** "CITI GROUP KSA", **Saudi** French Bank KSA, **Al Barakah** Bank "Syria", **Unicorn** Investment Bank, **Morabaha** Finance Company, **American** Express, **SDAIA** "Cyber Security", **Al Rajhi** Islamic Bank, **Saudi** Telecom Company, **Riyadh** Bus & Metros, "RCRC", **MedGulf** Insurance, **Procter & Gamble**, **Middle East** Specialized Cables, **Hael** Economic City, **The National** Centre for Competitiveness, **AlJumaih** Holding, **Al Hokair** Hospitality Group, **Al Khozama** Management CO, **Arab** Thought Foundation, **The National** Development Bank, **Al Marai** "Dairy", **AlMouwasat** Medical Group.



## STRATEGIC PRACTICES

Public Affairs



Political Management



Political Public Relations



Government Reputation



Crisis Communications



Strategic Advocacy Communications



## INTERESTS

 Political Management

 Leadership Biographies

 Reading

 Jogging



## STRENGTHS

 Invisible Leadership Rocket

 Reverse Town Hall

 Forward Thinker

 Shadow Leadership



## LANGUAGES



Arabic



English



Spanish



## STRATEGIC ACHIEVEMENTS

**Ministry of Defense:** Developed the international communications Strategy, and a full crisis preparedness policy & procedure.

**Ministry of Transport:** Advised on the crisis preparedness strategy including media scenarios, internal engagement strategy and a full media policy.

**Quality of Life "HAWI":** Built the crisis Preparedness strategy including media scenarios.

**AlJumaih Holding:** Developed the corporate communications Strategy & the content strategy platform.

**The Saudi Development Bank:** Set the corporate communications Strategy.

**SDAIA "Cyber Security"** Crisis Preparedness.

### EXECUTIVE EDUCATION

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**Certificate “Public Relations Consultant”** IAP Career College (2018) USA, **Certificate in International Politics** International Business Management Institute (2018), Berlin, **Diploma in Mediation & Public Affairs** Center of cultural Diplomacy (2017) Berlin, **Certificate in “Global Communications & Geopolitics”** Esade (2017), Spain, **Certificate in Global Diplomacy & External Relations** University of London (2017), London, **Certificate in “Politics”** Yale University (2017), USA, **Certificate in Cosmopolitan Communication** United Nations Institute for Training & Research (2016), **Certificate in Public Diplomacy & External Relations** United Nations Institute for Training & Research (2016), **Diploma in International Relations and Nations Branding** Center of cultural Diplomacy (2016), Berlin, **Certificate in Strategic Public Relations** PR Academy (2016) London, **Advanced Certificate in Corporate Marketing, Communications & PR** IABC (2008), USA, **Certificate “Communication in Financial Institutions”** Institute of Bankers (1999), Bahrain, **Certificate “Marketing & Communications Planning”** Saatchi & Saatchi (1998), USA.

### TRAINING

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**Engaging Content in Public Sector Communications** International Communications Consultancy Organizations (June 2018), London, **Executive Training in Political Journalism** College of media and Publishing (2016), London, **Chamber of Commerce Marketing Analysis, Competitive Analysis Strategic Planning, Product Development - Direct Marketing, Saatchi & Saatchi Marketing Management Strategic Communication, Saudi American Bank, Strategic Planning – Strategic Thinking - Marketing in Islamic Financial Institutions, American Express (London) Amex Blue Credit Card Launching Strategy, Acquisition & retention, Ogilvy & Mather Strategic Thinking / Strategic Integration / Campaign Management, WPP First Chair, Trusted Advisor – Brand You – Octave, Running Effective Political Campaigns: Influence the Political Agenda** International Communications Consultancy Organizations (June 2018), London, **Public Affairs 1** International Communications Consultancy Organizations (July 2018), London, **Public Affairs 2** CIPR Online Planning Training (April - May 2020), **World Advertising Research Center “WARC London” - Marketing & Advertising Financial Services, Finance Talking** Introduction to Global Financial Markets, Investor Relations & Financial PR, **Leo Burnett** Integration in DM – CRM-The conflict resolution Negotiation Skills-Shopper Marketing & New Strategies-Brand planning & Consumer Insights-Planning & Brand Belief 1-2 - Corporate Communications-Camp Leo Integration Strategic thinking in Communications.

### Published Articles

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**Published Works and Thought Leadership:** As an accomplished author and columnist, I frequently share my perspectives through esteemed platforms like Gulf Marketing Review and Riyadh Newspaper. My published works, including books, articles, and academic papers, discuss vital issues in media regulation, corporate governance, and ethical standards in public relations. My columns on reform and development reflect my commitment to advancing thought leadership in socio-economic and political discourse.

- **Published Books: 1-Lebanon: A vital nation on the brink of reform before total collapse, 2- The Humane CEO Future-Focused Leadership, Navigating the Unknown, 3- A Nation Reborn: Unity Amidst Division.**
- **Written papers/Research: An investigation of media regulation in Lebanon to inform public affairs activities to restore freedom of expression, the role of corporate governance in developmental communications and Post 9/11, the lost opportunity in conveying the Islamic & Arab values.**
- **CEO Worldwide Sanford Royce: 1- Triad of effective leadership; 2- A humane CEO's guide to reputation management (2024)**
- **Riyadh Newspaper Articles: The Lebanese Media Role in the Economics and Social Development (2022), The Saudi media model in achieving economic and social growth (2022), Lebanon, an inevitable return ... The need to set developmental policies in the Lebanese government's work (2022), A misleading vision in the Lebanese sovereignty (2022), Economic reforms ... towards a common interest for Lebanon (2022), The new rushers (2022), The Lebanese diplomacy and the default Ministers (2022), Where are we heading to? (2022), A journey of a thousand miles for change, (2022), An economic vision in a book (2022), “Public relations” between governance and practice regulations (2023), To shape ourselves first so that we can build a nation through encouragement & not compulsion (2023)**
- **Headline Bulletin Articles: Building a better future: the importance of development communication, from awareness to action – exploring the key role of media in development communication (2023), Evolution of advertising in the Middle East: Adapting to the new landscape (2023)**
- **Gulf News Post Articles: Saudi Arabia vision 2030: converting its human wealth to brand advocates (2023), Why PR needs higher governance and ethical standards (2023), Mastering the canvas of leadership (2025),**

*Mastering political risks (2025), Lebanon's Illusive Dream, A Nation Stuck in the Crisis of Government Failure (2025), The Rising Influence of Corporate Diplomacy on Global Trust (2025), Mastering political risks (2025)*

- **Tele Lumiere TV interview:** *Reform in Lebanon (2023)*
- **Bank Marketing International:** *The Evolution of Islamic Banking Marketing (2003)*
- **Gulf Marketing Review:** *Is standard PR enough for IPOs (2005)*
- **Global Islamic Finance – London:** *Islamic Finance in Saudi Arabia – page 45 (2010)*
- **Rose AlYoussef:** *Cultural Diplomacy Article, The Arab World and Cultural Diplomacy – The lost opportunity.*
- **Media Quotes:** *Ladies Banking Services Campaign, Herald Tribune, New York Times, CNBC, London.*
- **Bank Marketing International:** *The Financial Express – London.*

## **Headline Bulletin**

Business & Reputation Management Columnist, Member of Advisory Board, Jan 2023 – Present