

# Mohammed AlMaskati

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20+ Years' Experience in GCC Strategic Communications

Strategic communications leader with two decades' experience shaping corporate, destination, ESG, and investor narratives for high-profile Saudi and GCC organisations. Proven ability to build communications functions from the ground up, lead multi-agency teams, and deliver high-impact campaigns in complex stakeholder environments. Experienced in sustainability and investor relations communications, crisis management, and bilingual engagement at board, royal, and ministerial levels.

## PROFESSIONAL EXPERIENCE

### Managing Director – Hanover Communications

*Riyadh, Saudi Arabia | Mar 2024 – Present*

- Lead Saudi operations for global strategic communications consultancy, overseeing \$2M budget and a 12+ person team.
- Designed and directed the full launch plan for a 100% PIF-owned conservation destination (pre-launch phase): corporate and brand strategy, bilingual content, website, film, social media, and integrated media outreach.
- Managed AlBalad Development Company's debut at World Travel Market London: secured international coverage, delivered Arabic & English media training for senior spokespeople, and coordinated on-site operations.
- Provided selective crisis counsel to Saudia Airlines during high-profile operational incidents; client relationship maintained throughout tenure.
- Coordinated with multiple branding and creative agencies on large-scale destination and corporate campaigns.

### Vice President – Regional Operations – Burson

*Riyadh, Saudi Arabia | Sep 2021 – Mar 2024*

- Built Saudi operations from scratch to a 15-member team managing a \$6M portfolio across KSA, Qatar, and Bahrain.
- Served as part of the agency leadership team delivering the rebrand of The Red Sea Development Company to Red Sea Global, aligning with ESG and luxury tourism positioning.
- Oversaw communications for Red Sea Global's first green bond with nine local banks, embedding sustainability into the corporate narrative.
- Consulted on NEOM's crisis response and led post-Haram incident reputation recovery for Binladin International Holding Group (BIHG), including public communications with debtors.

### KSA Deputy Lead – Riyadh Office – Burson

*Riyadh, Saudi Arabia | Apr 2021 – Sep 2021*

- Oversaw key Saudi accounts, coordinated multi-agency initiatives, and supported growth strategy for the Riyadh office.

### Account Director – Bahrain Office – Burson

*Riyadh, Saudi Arabia | Sep 2018 – Mar 2021*

- Led accounts in the Saudi and Bahraini markets, delivering corporate, destination, and investment communications campaigns.

**Account Director – BLJ Worldwide**

*Doha, Qatar | Jan 2016 – Jun 2018*

- Contributed to corporate and investment communications delivery for Qatar Financial Centre, including Arabic-language materials and international roadshows in Japan and Germany.
- Supported integrated PR, marketing, and digital campaigns to position QFC with global financial audiences.

**Assistant Producer, Business News – Al-Arab News Channel**

*Manama, Bahrain | Jun 2014 – Dec 2015*

- Produced business news content for regional and international markets, covering FX, commodities, and financial sectors.

**Earlier Roles:**

- FX Trader – ADS Securities | Senior Dealer – Bank Muscat International | Money Market Dealer – Bahraini Saudi Bank

**EDUCATION**

- Bachelor of Business Administration – University of Toledo, USA (Double Major: Information Systems & E-Commerce)
- Treasury & Capital Markets Diploma – Bahrain Institute for Banking & Finance

**CORE EXPERTISE**

Strategic Communications Leadership | Corporate & Destination Branding | ESG & Sustainability Narrative Development | Investor Relations & Financial Communications | Stakeholder Engagement & Crisis Management | Multi-Agency Coordination | High-Profile Event Management | Bilingual Media Relations | Brand Positioning in Saudi Arabia