

SARAH ALAOUI

Wadi Qortuba Compound • Riyadh, Saudi Arabia • alaouisarah@gmail.com • +966 55 990 8123

Saudi-based multilingual public affairs & strategic communications consultant with 12+ years experience working on public and private sector projects in diverse sectors and regions including the Americas, Europe, and the Middle East. Currently completing Johns Hopkins SAIS PhD focused on public diplomacy.

WORK EXPERIENCE

DGA GROUP | Riyadh

Mar. 2025 – Present

Associate Partner, Head of MENA Communications

- Leads Riyadh-based strategic communications practice serving private and public sector clients across MENA
- Provides public policy and geopolitical advisory services to multinational companies and MENA government clients, translating regional dynamics, regulatory shifts, and complex policy dynamics into clear communications strategies and decision-making insights for leadership
- Manages and aligns diverse internal and external stakeholders, including government officials, regulators, and international partners

INDEPENDENT PUBLIC AFFAIRS STRATEGIST | Washington D.C. | Riyadh

Sep. 2017 – Mar. 2025

Clients include Royal Commission for Riyadh City, Delma Institute (UAE), UAE Ministry of Youth, UAE Ministry of Culture

- Provide counsel on communications and public diplomacy strategies
- Responsibilities include communications strategy development and execution, stakeholder management, project management, Saudi client liaison

FGS GLOBAL | Riyadh, Saudi Arabia

Director (Full-time role)

Sep. 2022 – Sep. 2023

- Led and executed HRH Crown Prince-level communication strategies
- Managed internal and external partners to execute large-scale international conferences in Riyadh
- Led Saudi private and public sector accounts and clients in fast-paced environment
- Developed comprehensive, integrated strategic communications plans integrating data, digital, and design
- Recruited and managed 10+ junior and mid-level team members in Riyadh and Dubai office from diverse backgrounds

JOHNS HOPKINS SCHOOL OF ADVANCED INTERNATIONAL STUDIES | Washington D.C.

PhD Candidate, Middle East Studies

Sep. 2017 - Present

CENTER FOR AMERICAN PROGRESS | Washington, DC

Jun. 2018 – Sep. 2018

Visiting Researcher

- Researched, conducted interviews, and drafted 30-page policy report on public diplomacy in the Middle East
- Contributed to research for think tank reports on Syria, Iraq, Egypt, and Yemen

THE HARBOUR GROUP | Washington D.C.

Manager

Aug. 2013 – Sep. 2017

- Advised clients on crisis communications related to sensitive issues, reputational risk management, and messaging to audiences of key US policy influencers
- Drafted messaging documents, op-eds, and speeches on behalf of international clients
- Managed 5-6 US visits per year for high-level United Arab Emirates (UAE) delegations including ministers and heads of state
- Managed 3-4 study tours per year for US senior-level officials to the United Arab Emirates
- Supervised and provide professional guidance and mentorship to 5 junior staff members on a daily basis

NATIONAL DEMOCRATIC INSTITUTE | Washington D.C.

Jan. 2013 – Aug. 2013

Project Assistant, Middle East and North Africa (MENA)

- Researched and drafted reports and analysis for country-specific programs focused on citizen participation, political parties, governance, and women's political participation

- Compiled and translated MENA-related news and content from French and Arabic-language sources

ICC WOMEN'S INITIATIVES FOR GENDER JUSTICE | The Hague, Netherlands *Feb. 2011 – Dec. 2011*

Project Consultant

- Advised and briefed International Criminal Court (ICC) Special Gender Advisor Brigid Inder for interviews and media appearances
- Managed workshops for 20 country participants in a 12-day video advocacy training in Nairobi, Kenya

SELECTED ARTICLES & PUBLICATIONS

- [“Rebuilding the American Brand”](#) (USC Center on Public Diplomacy, September 2020)
- [Our Digital World](#), Middle East and North Africa chapter (Bertelsmann Foundation, July 2020)
- [Commander of the \(African\) Faithful?](#) (Brookings Institution, April 2019)
- [“Tired Narratives, Weary Publics: Public Diplomacy’s Role in the Struggle for Influence in the Middle East”](#) (Center for American Progress, October 2018)
- [“Moroccan Conscription: An Unfinished Process”](#) (Atlantic Council, October 2018)
- [“Morocco’s Religious Diplomacy: To What End?”](#) (USC Center on Public Diplomacy, June 2018)

TEACHING AND RESEARCH

- **Research Assistant**, Research on media production and geopolitics in the Middle East – supporting Professor Narges Bajoghli and Professor Lisel Hintz (July 2020 – Ongoing)
- **Teaching Assistant**, Comparative Politics, Johns Hopkins SAIS (Spring 2019)

SKILLS AND INTERESTS

- **Languages:** English, French, Arabic, Spanish
- **Technical Skills:** Java, HTML, Adobe Photoshop, Microsoft Office, Stata, CMS
- **Activities:** ESL teacher for adult learners at the Washington English Center; Co-Founder of Adabiyat Arab literature book club

EDUCATION

SCIENCES PO LILLE (Institut d’Etudes Politiques de Lille)

Jun. 2013

Master of Arts, Public Policy and Administration

UNIVERSITY OF CALIFORNIA, SAN DIEGO

Dec. 2010

Bachelor of Arts, Political Science