

# Mousa Al Tartir

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## Profile Overview

A Seasoned **public and private sector** marketing and communications executive with over 23 years of experience in multiple industries. I have a proven track record in developing and executing comprehensive communication strategies including brand positioning, advertising, media management and the execution of product launches. I have built marcom departments from scratch including hiring and training the team, developing policies and procedures, budgets and performance targets.

## Skills:

Stakeholder Management  
Public Affairs

Brand Management  
Narrative Communications

Campaign Development  
Media Relations

## Professional Background:

### Independent Marcoms Advisor – Projects Base (Diverse Sectors)

2024 - 2025

- Provided strategic communications and advisory services on a consultancy basis for a range of public and private sector projects, supporting initiatives in marcom strategy development, brand positioning, and stakeholder engagement.

### Events Investment Fund (EIF) – Riyadh, KSA (Culture, Tourism, Sports, Entertainment)

2022 – 2023

#### CEO Advisor – Marketing & Communications

- Successfully launched the fund and its objectives locally, regionally, and internationally. Achieved phenomenal coverage and reach (360 marketing communications campaign).
- Designed and developed a comprehensive marketing & communications strategy to position EIF as a recognized investment and development key player in the greenfield infrastructure project development, finance, and investment in line with the kingdom's vision 2030.
- Developed the communication plan for:
  - A joint venture with a world leader in the events and exhibitions industry, along with several high-profile Saudi partners to promote Saudi as an international events hub.
  - A world leader in luxury and arts industry that will result in making Riyadh city their regional hub.
- Managed the development of the EIF's corporate brand identity and ensured its alignment with the overall strategy of the fund.
- Prepared departmental budget, structure, and workforce plan.
- Maintained positive professional relationships with various members of the media.
- Hired and managed world class communications consultants to provide the necessary services such as public relations content, press releases, editorials, and speeches.
- Established a crisis communications plans/framework while mitigating potential risks.
- Lead the improvement of the department's systems, processes, and policies in line with best practices.
- Developed and managed stakeholder engagement strategies and initiatives to promote the fund's mandate, help secure partnerships and enhance stakeholder relationships.
- Developed and implemented a digital and social media strategy, ensuring communication mediums remain current and relevant to the audience.
- Integrated ESG storytelling into global outreach efforts to attract investors and partners aligned with long-term economic and social value.
- Established an internal communications program and calendar while ensuring consistency with external messages.

#### Member of:

- ✓ Culture and hiring committee.
- ✓ Employee performance committee

### The Executive Council of Dubai – Government of Dubai

2014 – 2021

#### Advisor – Government Communications & General Secretariat Affairs reporting to Assistant Secretary General

#### Integrated Marketing Communications:

- Managed the repositioning strategy of Government of Dubai brand and guidelines and prepared campaign launch (360 integrated marketing communications plan)
- Developed and executed brand communication strategies for key projects and initiatives.
- Created the General Network of Government Communications portal to integrate all government wide communication efforts under one umbrella and act as one voice.
- Created a new Government Communications policy in line with best international practices.
- Built the Government of Dubai 50th charter communications grid (key messages segmentation and storytelling) for different streams and sectors/initiatives.
- Reviewed and advised on local/global marketing and communications plans/campaigns related to key government projects and ensured synergy among them (blend of digital, social, and traditional media)

- Developed stakeholder mapping strategy using different research methodologies to generate better understanding of Dubai residents' needs.
- Utilized strong media monitoring analytical capabilities to evaluate key topics and trends and prepared the necessary reports for further action.
- Oversee public relations activities and communications including press releases, social media, speeches, and key announcements.
- Managed TEC's social media platforms and monitored online presence, contents, and traffic.
- Managed partnerships and extensive public affairs program with global governments in order to exchange knowledge.
- Organized and managed all aspects of TEC events and participation in tradeshows, conferences, and exhibitions.
- Responsible for the creation of the annual agenda for the General Network of Government Communications and follow-up on major key outcomes.
- Recommended key innovative ideas to ensure Dubai's distinction among competition

#### **Strategy, Governance & Transformation**

- Supported the development of TEC's Strategy and objectives in coordination with multiple stakeholders and executive management
  - Managed corporate policies, procedures, annual plans, targets, and key performance indicators (KPIs) for all departments to meet TEC's strategic objectives.
  - Built the service catalogue for TEC and managed the digital transformation of services.
  - Established an integrated strategic governance system to drive effective strategic decision making within TEC.
  - Reviewed government wide regulations/legislations and advised on relevant inputs.
  - Suggested and managed key government/corporate projects and initiatives and created special development plans through proper analysis of data and inputs.
  - Managed cross-functional teams to ensure operations of (IT, Finance, Human Resources, Procurement) alignment with TEC's strategic objectives and business needs.
  - Built risk management dashboard and ensured mitigation plans and business continuity models are in place.
  - Managed official agreements and strategic partnerships between the General Secretariat and the relevant external stakeholder ensuring alignment with TEC's strategic objectives.
  - Built partnerships with Dubai government entities and other related bodies to ensure mutual understanding and awareness of TEC's Mandate and strategic objectives.
  - Established, managed and maintained a clear framework/manual for the Executive Council meetings to support the decision-making in the government through proper integration of operations.
  - Spearheaded the Coordination effort for development of TEC's yearly budget
- Other achievements:**
- Led the development of the '*Dubai Font*' in close coordination with Microsoft and launched it globally (first of its own initiative globally)

#### ***Arqaam Capital (Emerging Markets Investment Bank)***

2011 – 2014

##### **Director of Corporate Communications and Marketing reporting to CEO**

- Developed a comprehensive marketing plan for all bank's products and services to ensure growth in its desired markets and gain full access to the capital markets (Equities, Asset Management, M&As, Derivatives, Equity Research...etc.)
- Created key messaging framework for different products/countries while adhering to financial regulations
- Worked on several key investment announcements/acquisitions.
- Developed key strategic partnerships with industry leaders, government entities and regulators.
- Managed the investor relation requirements and the yearly annual financial announcements.
- Created speaking opportunities at major conferences to promote bank's story and narrative.
- Created product content such as case studies, presentations, videos for all lines of business
- Successfully launched the opening of Arqaam's South-Africa operations
- Worked closely with different internal and external parties on designing Arqaam investors' annual conference.
- Developed proactive media relations program with key global and regional media partners, which resulted in strengthening the brand as a key player in its field
- Developed a CSR and ESG communication framework aligned with the bank's responsible investment ethos, integrating social impact themes into corporate storytelling.
- Worked closely with the executive leadership team on the development and implementation of strategic, tactical and operational stakeholder engagement plans and initiatives.

#### ***Municipality of Abu Dhabi City***

2009 – 2010

##### **Advisor to the Director General & Director of Marketing & Communications Office**

- Supported in the development of the ADM's Strategy in coordination with multiple stakeholders
- Worked closely with international management consultant(s) to design modernization program to enhance operation workflows within ADM and digitization of services.
- Managed multiple initiatives related to enhancement of residence quality of life.
- Worked as a liaison between different departments within ADM and DG office to ensure alignment of priorities.
- Prepared and suggested different policies towards the enhancement of the city's development plan in line with vision 2030.
- Led the Digital Services Transformation program for ADM and successfully launched the new corporate website including updated e-services – awarded the Pan Arab Web Award.
- Maintained key relations with local and federal government entities and represented ADM in many key meetings and external committees.

**Member of:**

- ✓ *Abu Dhabi Addressing System committee*
- ✓ *Redesigning & Upgrade of main AD streets committee*
- ✓ *Abu Dhabi City Image committee*
- ✓ *ADM Offices and building rehabilitation committee*
- ✓ *Employee's alignment committee*

**Director of Marketing and Communications Office:**

- Developed ADM's Vision 2030 marketing communications strategy and brand identity.
- Prepared and approved ADM's marketing budget (circa 100 million).
- Designed marketing plans for existing and new lines of business.
- Led several campaigns, which resulted in generating strong awareness and social engagement among the target audiences.
- Led a team of 32 professionals in different marketing sections (product marketing, communications, digital and events)
- Increased media footprint both locally and regionally through proper media relations program.
- Established internal communication unit to streamline communication within the organization and achieve fast culture change.
- Led the efforts to establish office policies and procedures in order to ease daily operations.

**Member of:**

- ✓ *Abu Dhabi Emirate Municipalities Corporate Communication committee*

**Deira Investments (Investment Corporation of Dubai)**

2008- 2009

**Head of Marketing reporting to the CEO**

- Developed marketing communications strategy to promote the company's brand
- Directed and monitored global brand consultants to develop the brand positioning for all components of Deira project (4 phases)
- Performed interaction and consultation activities with architects, designers, landscapers and contractors to enforce a competent schedule of project launch
- Conducted market research to understand and identify potential sales leads in coordination with sales team.
- Contributed ideas on product differentiation, briefed CEO and development team on market changes, competitor activities, and recommended master plan changes responding to market changing conditions.
- Prepared comprehensive corporate marketing budget and monitored its performance against expenditure
- Led various initiatives for the CEO in the fields of government relations
- Formulated key marketing policies and procedures to ensure smooth operation and integration with other departments
- Spearheaded a Joint venture agreements with top media agencies to lease outdoor locations for advertising purposes

**Tejoori Limited (Sharia complaint Investment Company)**

2006 –2007

**Communications & IR Manager, reporting to the Executive Director of Communications & Investor Relations**

- Assisted in the development and execution of the marketing communications strategy, targeting stakeholders/shareholders while ensuring consistency of key messaging
- Conducted periodically a thorough Islamic finance industry report to ensure company is ahead of market and competition and shared it with the company leadership.
- Ensured shareholder transparency by maintaining close relations with them while ensuring continuity of correspondence and communications.
- Prepared quarterly and yearly financial announcement and liaised with London Stock Exchange to ensure meeting deadlines in line with the market regulations.
- Facilitated speaking opportunities at major Islamic Finance events and profiling of the company's leadership
- Conducted appropriate media training for spokespersons
- Worked with regional and International Media to ensure appearance of the company and its products in the desired markets
- Developed key messages for different market segments/regions

**Dubai International Financial Centre (DIFC), Dubai, UAE**

2003 – 2006

**Communications & Corporate Events Manager, reporting to the Head of Corporate Communications & Marketing**

- Managed the corporate communications strategy and tactical plan affecting DIFC's seven primary sectors of focus.
- Conferred with business development heads to capture market opportunities to promote DIFC unique selling proposition and ensure organic growth of the center's services by recommending the right mix of marketing/communications tactics to realize return on investment (license applications/registered companies).
- Managed media relations efforts and acted as the main point of contact for all enquiries.
- Coordinated several marketing campaigns across different financial sectors to build an internationally recognized brand.
- Planned and managed, through proper research, a mix of financial events and conferences and sponsorships to support the growing brand.
- Liaised with internal departments and external agencies ensuring consistency of message across all activities.

**Other DIFC associations:**

- Coordinated the DIFC delegation to the International Funds Forum 2005, Monaco, Monte Carlo.

- Coordinated the DIFC delegation to the European Banking Congress, Frankfurt, Germany.
- Coordinated the DIFC delegation to the IMF, Washington D.C.
- Managed more than 45 sponsorships and events.

***Fortune Promoseven Advertising, Dubai, UAE***

*2002 – 2003*

**Account Executive, reporting to the Account Director**

- Responsible for day-to-day account management and client service. Working with the client servicing team in handling and servicing the regional account of McDonald's.
- Prepared Monthly and quarterly Sales Analysis and data charts for regional market performance
- Prepared reports, client briefs, cost estimates and present the agency's creative ideas to clients. Deal with different suppliers, agree costs and meet deadlines.

***Emaar Properties, Dubai, UAE***

*2001 – 2002*

**Business Development Executive, reporting to the Business Development Manager**

- Developed new business relationships and opened new markets in a region of over 30 countries by assigning Value Added Resellers (VARs), resellers and dealers.
- Worked with the marketing team in identification of prospective clients and effective networking with existing clients.

**Educational qualifications:**

- BBA – Bachelor of Business Administration, Applied Sciences University, Amman  
*(February 1996 – January 2000)*
- UEC – University Entrance Certificate, University of Wollongong, Dubai  
*(September 1994 – January 1996)*
- *Abu Dhabi Secondary School – Abu Dhabi (1994)*

**Personal Information:**

*Nationality: Jordanian*

*Date of birth: Dubai, UAE*

*Language Skills: English, Arabic*