

Mouhab Alawar

COMMUNICATION AND PUBLIC RELATIONS DIRECTOR

PROFESSIONAL SUMMARY

With over 20 years of experience across the MENA region, Central Asia, and Europe, Mouhab is a seasoned communications professional with a proven track record in leading integrated strategies across the public, private, and government sectors (B2B, B2C, and B2G). His expertise spans culture, technology, agriculture, urban development, lifestyle, and health and wellness.

Mouhab previously served as Senior PR Account Manager with Hill+Knowlton Strategies, where he led major accounts including the Royal Institute for Traditional Arts, Soudah Development Company, Alnahdi, Panadol, Qatar Airways, MISA, KAUST, LG, MEP in Davos, Noor Alriyadh, and Madinah Heritage Company. In these roles, he delivered high-impact strategies, crisis communication plans, and media campaigns aligned with national transformation priorities.

Currently, Mouhab leads communications at the International Camel Organization, driving global strategic engagement, international relations, and strategic partnerships. He has also worked with UN agencies, embassies, international firms, and academic institutions. His leadership extends to managing high-level press offices, producing thought leadership content, and directing events and sponsorships at national and international levels.

Mouhab holds a master's degree in communication (Strasbourg University, France) and another master's degree in business administration and is globally certified by TEKOM/EU in technical communication. He has published over 2,000 articles and multiple academic papers on topics including food security, marketing, and communication.

Recognized for his structured approach, deadline-driven execution, and stakeholder alignment, Mouhab brings both vision and precision to the table and essential traits for shaping the narrative and strategic voice of landmark projects.

CONTACT

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EXPERIENCE

HEAD OF COMMUNICATION

INTERNATIONAL CAMEL ORGANIZATION **DEC 2023 – NOW**

As Head of Communications, I led the establishment of the organization's communications function from the ground up. This included drafting a comprehensive communication strategy and action plan, overseeing a full rebranding, and managing the development of a new website and social media channels—now in trial phase pending General Assembly approval. I also led the end-to-end planning of CamelExpo2027 and launched international campaigns such as the Camel Paris Parade standing out as a landmark cultural diplomacy event with 800 million views.

In parallel, I spearheaded strategic cooperation with key global partners including FAO, IFAD, UNESCO, WOA, and Aramco, helping to position the organization as a relevant voice in the global dialogue on camelids. I represented the organization in the UN-led steering committee for the International Year of Camelids and led the editorial coordination of the flagship publication *The State of Camel*, involving over 30 global contributors. These efforts laid the groundwork for global visibility and long-term impact.

SENIOR PR ACCOUNT MANAGER

HILL AND KNOWLTON STRATEGIES **1 Feb 2021 – 16 Nov 2023**

In my role as Senior PR Account Manager at Hill & Knowlton, I led communications efforts for high-profile clients across sectors such as urban development, culture, real estate, and heritage, including the Royal Institute for Traditional Arts, Soudah Development Company, Saudi Downtown Company, Madinah Heritage Company, and Saudi Real Estate Company. I managed a core team of 5 communication professionals under my direct supervision and coordinated closely with a creative studio team of 7 to deliver high-impact campaigns and communication solutions.

My responsibilities covered a broad spectrum of strategic communication functions, including developing and executing PR strategies, client servicing, media relations, digital marketing and crisis management. I ensured consistent media visibility and effective stakeholder engagement across B2B, B2C, and B2G audiences, positioning client brands as thought leaders within their respective industries and supporting their strategic objectives with tailored, culturally relevant narratives.

REGIONAL COMMUNICATION OFFICER FOR NEAR EAST, NORTH AFRICA, CENTRAL ASIA AND EUROPE

INTERNATIONAL FUND FOR AGRICULTURAL DEVELOPMENT (IFAD) – UNITED NATIONS **30 Aug 2018 – 31 Jan 2021**

As Regional Communication Officer for the Near East, North Africa, Central Asia, and Europe at the International Fund for Agricultural Development (IFAD), I led the regional communications function across 26 countries, directly supervising a team of three communication

EDUCATION

- Master's degree in Technical Communication and Localization
Strasbourg University, France
- Master's degree in business administration
Syrian Virtual University
- Bachelor's degree in English, Translation
Damascus University

CERTIFICATION

- Certified Technical Communication Professional at European Technical Communication Association (Germany).

LANGUAGES

- Arabic: Native
- English: Fluent
- French: Basic

SKILLS

- Teamwork
- Leadership
- Working under stress
- Communication
- Results focus
- Knowledge sharing
- Building effective relations
- Strategic thinkg and effective planning
- Evidence based evaluation of outcomes
- Time management

COMMUNICATION TOOLS

- Web: Typo3, Sitefinity, Oddo, Wordpress.
- Social media: Plannable, Social baker,

assistants. My role focused on developing and executing regional communication strategies and action plans aligned with IFAD's global objectives, ensuring consistent visibility and stakeholder engagement across a diverse set of audiences.

Key achievements included securing prominent media coverage for high-level visits by IFAD's President and supporting the successful launch of three regional offices in Cairo, Istanbul, and Riyadh. I led the design and rollout of digital and media content, managed press tours, organized events, and trained local staff in communications. My work resulted in increased visibility for new projects across the region and strengthened IFAD's presence and partnerships on the ground.

**COMMUNICATION AND KNOWLEDGE MANAGEMENT OFFICER
FOOD AND AGRICULTURE ORGANIZATION OF THE UNITED
NATIONS (FAO)- UNITED NATIONS 18 Aug 2013 – 30 Aug 2018**

In my role as Communication and Knowledge Management Officer at FAO Saudi Arabia (2013–2018), I led the communication and knowledge outreach for one of the most dynamic country offices in the region, overseeing media and visibility efforts across 16 major development projects totaling USD 65 million. These projects spanned a wide range of strategic sectors, including date palm production, horticulture, aquaculture, integrated farming systems, olive cultivation, equine development, wastewater management, pest and disease control, animal health and vaccination, and sustainable irrigation systems. I also played a key role in supporting the establishment of the International Date Council.

Under my leadership, FAO Saudi Arabia became the top-performing office in the Near East region in terms of media visibility, outreach, and content engagement. I supervised the creation and implementation of a comprehensive communication strategy, led digital media expansion, coordinated high-profile awareness campaigns and festivals, and produced a wide range of impactful publications. The role required close coordination with technical teams, ministries, and international partners, ensuring that knowledge sharing and visibility remained central pillars of our program's success.

I played a key role beyond communications—supporting administrative and operational tasks such as drafting final reports for 13 completed projects, collaborating with consultants to design a new phase aligned with MEWA's strategic priorities, and assisting in the selection of technical experts to lead the next program components.

**INTERNATIONAL AND ECONOMIC SENIOR EDITOR
ALWATAN NEWSPAPER 1 Aug 2012 – 17 Aug 2013**

As Head of the Economic Section at Alwatan Newspaper, one of Saudi Arabia's leading dailies, I led the editorial direction for economic and international content, managed a team of reporters and editors, and oversaw coverage aligned with major national and global developments. I conducted and published high-level interviews with ministers, ambassadors, and senior officials, delivering exclusive insights into economic policy and international relations.

- Monitoring: Lexus Nexus, Brandwatch, Carma, shorthand.
- Design: Adobe In Design, Adobe Illustrator, Canva
- Media relations and submission: Vuelo.
- Meetings: Teams, Zoom, Google Teams.
- Media management: Monday, Trello board.
- Files sharing: WeTransfer
- Microsoft applications.
- Translations: Contexto, Thesaurus.

I also played a pivotal role in shaping Alwatan's digital transformation by contributing to the development of its website content and social media strategy. My responsibilities included translating global news for local audiences, designing the layout of the economic and international sections, and mentoring editorial staff. Over the course of my tenure, I published more than 900 articles.

BUSINESS ADMINISTRATION LECTURER

NAJRAN UNIVERSITY

23 April 2011– 31 July 2012

As a Business Administration Lecturer at Najran University, I taught core subjects in management and marketing while actively supporting student activities and faculty events. I also contributed to promoting the college's achievements through internal publications and media, helping connect academic learning with real-world applications and fostering greater student engagement.

INTERNATIONAL RELATIONS MANAGER

ALJAZEERA PAINTS COMPANY

11 Jan 2010 – 22 Apr 2011

As International Relations Manager at AlJazeera Paints Company, I led communication and coordination with external partners across various markets, strengthening the company's international presence. My role included organizing corporate events, managing content for the company's website, and supporting the development of marketing and communication materials in alignment with brand strategy. I also contributed to enhancing stakeholder engagement and maintaining strong relationships with strategic partners and distributors.

COMMUNICATION AND EVENT MANAGEMENT MANAGER

SPARKLE MEDIA COMPANY

8 FEB 2008 – 10 JAN 2010

As Communication and Event Management Manager at Sparkle Media Company, I spearheaded the development and execution of strategic communication plans, driving robust media relations that secured prominent coverage for high-profile clients including the Ministry of Agriculture, the Embassy of the Netherlands, the Child Global Forum, the Competition Authority, and King Saud University. I orchestrated compelling content creation tailored for diverse traditional and digital platforms to amplify audience engagement. Additionally, I led the planning and seamless delivery of high-impact events like Agri-food, Aquaculture Forum, Netherlands National Day.

PUBLIC RELATIONS MANAGER

ALAMMAN PUBLIC RELATIONS GROUP

1 JAN 2002 – 31 DEC 2007

As Public Relations Manager at Alamman Public Relations Group, I developed and implemented comprehensive action plans, overseeing content creation, translation, and management across various media formats including films and photography. I led media relations efforts to secure effective coverage and managed successful events that enhanced client visibility and engagement.