

HAMAD MOHAMED ABDULRAZAQ

Strategic Communications and Public Affairs Senior Advisor

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Nationality: Bahraini (son of a Saudi Arabian mother)

Marital status: Married with 1 son and 3 daughters



Strategic communications and public affairs leader with 20+ years advising GCC governments and institutions. Combines advisory insight and organizational leadership to build teams, systems, and narratives that strengthen trust, identity, and international reputation. Experienced in counseling ministers and senior officials, leading multi-disciplinary programs, and unifying communication across ministries and national initiatives. Recognized for advancing cultural diplomacy and regional capability across the GCC.

PROFESSIONAL EXPERIENCE

Edelman, Riyadh, KSA

Oct 2023 – Sep 2025

Managing Director (Jul 2025 – Sep 2025)

Director & Tech Sector Lead (Oct 2023 – Jul 2025)

Joined Edelman to lead the firm's expansion and government advisory partnerships in Saudi Arabia, establishing the Riyadh Regional Headquarters as one of Edelman's fastest-growing operations in the Middle East. Hamad played a pivotal role in advancing institutional communication across ministries and national programs, aligning global best practices with Saudi Vision 2030 and the broader GCC agenda of integration, development, and trust. Combined strategic advisory, leadership counsel, and capacity-building to position Edelman as a trusted partner to Gulf governments and regional institutions, bridging international expertise with local identity and governance priorities.

Institutional Partnership & Government Relations

- Led Edelman's advisory expansion across Saudi ministries and national programs, securing long-term communication mandates with Quality of Life Program, Ministry of Tourism, Ministry of Culture, Ministry of Human Resources and Social Development, Communications, Space & Technology Commission, RCRC, King Salman Park, and Riyadh Air.
- Represented Edelman in over +150 high-level meetings with ministers and senior officials, establishing trusted institutional relationships.

Leadership Advisory & Public Trust

- Served as a direct adviser to ministers, secretaries-general, and CEOs on public affairs, strategic communication, and international reputation.
- Supported leadership in preparing speeches, key messages, and media interventions, ensuring alignment with national priorities and GCC identity.

Unified Communication & Project Integration

- Directed multi-agency coordination for the National Communication Strategy under the Ministry of Human Resources and Social Development (HRSD), unifying messaging across 4 sectors and 16 internal agencies, representing 22,000 employees, to strengthen both local and global positioning of the ministry.
- led the Global Labor Market Conference (GLMS) communication strategy, enhancing international engagement and policy visibility.

Governance & Operational Excellence

- Optimized operational governance and resource allocation across 19 Edelman global offices, achieving significant cost efficiencies and internal capacity development
- Reduced operating costs from 25% to below 7% through internal capability development and vendor optimization.

Capability Development & Institutional Training

- Designed and implemented the Saudi Communications Capability Program, localizing Edelman's global frameworks to build institutional capacity for government communicators.
- Provided direct coaching to senior leaders, fostering sustainable communication leadership across the public sector.

Cultural & Media Diplomacy

- Led communication for Ministry of culture, *Riyadh Art*, *Tuwaiq Sculpture Symposium*, and *King Salman Park*, showcasing Saudi cultural leadership within the GCC and globally.
- Advanced Saudi Arabia's regional soft power narrative through strategic storytelling and international media partnerships

- led the narrative development for the Quality of Life Program, aligning cultural, social, and policy communication under Vision 2030.

Wheel of Fate Holding, Dubai, UAE

Oct 2021 – Sep 2023

Group Corporate Communications Director

Managing Director & Strategic Communication Adviser

Joined during the establishment phase of Wheel of Fate Holding, a UAE–China joint investment holding company with a capital of AED 25 billion. Hamad played a foundational leadership role in building the Group’s corporate brand and the complete identity system of its 15 subsidiaries, spanning real estate, automotive, hospitality, sports, F&B, contracting, and government services. Established the Corporate Communications Department from inception, transforming it into a strategic governance and reputation function that positioned WOF as a trusted, purpose-driven, and internationally connected holding company.

- **Positioned WOF** as a credible, government-aligned investment holding company with a unified brand system, cross-national partnerships, and a trusted reputation bridging the UAE and China.
- **Built Corporate Communications Department from inception**, establishing governance frameworks, SOPs, KPIs, and brand policies.
- Developed and implemented **Group PR & Communications Strategy**, positioning WOF under the ESG-driven vision “*Profit with Purpose.*”
- Supported leadership in preparing **speeches, key messages, and media interventions** that strengthened WOF’s corporate reputation and executive visibility.
- Led the first Group-wide **brand audit**, producing 40+ logos, 150+ brand applications, and a Group Brand Book.
- **Directed government relations and public affairs** with 30+ UAE entities and Chinese partners, strengthening institutional and bilateral communication ties.
- **Led official communications** for the *Gulf Vision Government Transactions Center* partnership with the UAE government.
- **Managed media and reputation programs** across Arabic, English, and Chinese outlets, enhancing visibility in regional and international media.
- Managed and coordinated high-level **events and ceremonies** for subsidiary openings, partnerships, and public announcements, ensuring alignment with brand and protocol standards.
- Delivered significant annual **cost savings** by optimizing communication processes and resource utilization.
- **Represented the Holding Company as a shareholder** in subsidiary board meetings, advising on corporate identity, governance communication, and stakeholder strategy.

CommWaves, Dubai, UAE

Feb 2021 – Sep 2023

Managing Director & Strategic Communication Adviser

Led the firm’s regional advisory practice supporting GCC governments and institutions in strategic communication, brand governance, and public affairs aligned with national visions. Directed multi-sector teams across governance, economy, culture, security, and innovation to advance unified Gulf communication practices and regional collaboration.

- **Government Communication Advisory:** Advised Dubai Executive Council, Dubai Police, Watani Al Emarat Foundation, Dubai Economy & Tourism (DET), Dubai Entrepreneurship Academy (DEA), and DubaiNext (Dubai SME).
- **DubaiNext Launch:** Directed communication strategy for the UAE’s first digital crowdfunding platform.
- **Entrepreneurship Ecosystem:** Designed and delivered communication programs with Dubai Entrepreneurship Academy for entrepreneurs and SME founders.
- **Dubai Police Community Police Rebranding:** Led the full rebrand of “*Your Neighbourhood Police Officer*” and volunteer platform into a unified civic engagement model.
- **National Awareness Campaign:** Built “*Your Car, Your Responsibility*” strategy to drive behavioral change and reduce vehicle theft.
- **Bahrainouna National Communication Platform:** Conceptualized national campaigns promoting Bahrain’s identity, innovation, and civic pride under Vision 2030.
- **Hamdan Bin Rashid Al Maktoum Foundation – Innovators Competition:** Developed communication strategy and bilingual content for the national *Innovators Competition* through *Fab Lab UAE*.
- **Derasat – Bahrain Center for Strategic, International & Energy Studies:** Developed communication frameworks addressing national identity, institutional communication, and regional cooperation.
- **Corporate Rebranding & Public Affairs:** Integrated communications for Wheel of Fate Holding (UAE–China), aligning 15 subsidiaries under a single ESG-driven brand identity.
- **Leadership Training & Capacity Building:** Delivered 30+ tailored media and leadership programs for government spokespersons and executives across UAE and GCC institutions.

OPIC Consulting & Training, UAE

Jan 2015 – Jan 2021

Vice President & Strategic Communication Advisor

Led institutional communication and leadership development across the GCC, focusing on governance, transformation, and human capital excellence. Directed multi-disciplinary teams delivering strategies and performance systems aligned with national priorities.

- **Watani Al Emarat Foundation:** Strategic Advisor to H.E. Dherar Belhoul Al Falasi (CEO & Federal National Council Member) on national identity, civic values, and leadership communication. Led national campaigns including UAE Flag Day, Watani Ambassadors, and Volunteer Nation.
- **Dubai Police:** Designed and delivered the award-winning Fajwah Human Capital Innovation Project, developing program architecture, materials, and accreditation. Delivered 220 courses for 5,000+ officers in three months, supervising 15 trainers. Institutionalized Dubai Police sub-brands and event identities including SWAT Challenge, Dubai Police Competitions, Oyoon Project, Smart Police, and Dubai Police Club; developed branding and design guidelines.
- **UAE Portfolio:** Expo 2020 Dubai, Ministry of Interior, Ministry of Education, Dubai Culture & Arts Authority, Dubai Municipality, Dubai Media Council, Dubai Air Navigation Services, Etisalat Group, Abu Dhabi Police, Sharjah Police, Higher Colleges of Technology — advancing innovation, stakeholder engagement, and communication alignment.
- **Saudi Arabia Portfolio:** Saudi Aramco, SABIC, STC, Saudi Electricity Company, HRSD, Jeddah Chamber of Commerce, and the Labour Market Committee, focusing on institutional communication, employee engagement, and leadership alignment with **Vision 2030**.
- **Leadership Development:** Supervised a regional team delivering **200+ programs** (2015–2021), building sustainable communication and leadership capabilities across the GCC.

Zajil Press, Bahrain

Apr 2008 – Dec 2014

Co-founder & Managing Director

Founded one of Bahrain's first integrated media and strategic communications firms, bridging journalism, institutional communication, and digital innovation. Led the firm's expansion into a trusted national partner for government, private sector, and media entities, advancing public communication, data-driven reputation management, and digital transformation.

- **Institutional Communication & Public Affairs:** Advised and executed communication strategies for major government and national entities including the Ministry of Interior, Council of Representatives, Shura Council, Derasat, Supreme Council for Women, eGovernment Authority, and Bahrain Institute of Public Administration (BIPA), strengthening transparency and citizen engagement.
- **Strategic Corporate & Media Partnerships:** Supported private-sector clients such as Batelco, Zain, VIVA, Arcapita, Bahrain Bay, EuroMotors, and Maserati, delivering integrated brand communication, PR, and media visibility campaigns.
- **National Projects & Campaigns:** Directed the Bahrain Parliamentary and Municipal Elections communication campaign, ensuring coordinated messaging, media management, and civic engagement. Led the Al Basta Market cultural branding initiative and provided communication support to Derasat and the Supreme Council for Environment.
- **Media & Digital Innovation:** Introduced Bahrain's first SMS news alert and real-time digital publishing platform, enabling faster, more transparent news dissemination.
- **Research & Public Opinion Insights:** Oversaw development of national perception surveys and behavioral insight reports to guide institutional messaging and policy communication.
- **Regional Positioning:** Positioned Zajil Press as a leading GCC model for technology-enabled communications and data-driven public relations, contributing to Bahrain's modern media infrastructure and reputation system.

Layout International, Lebanon

Jan 2010 – Dec 2014

Senior Business Development Advisor at GCC

Represented the Beirut-based media technology company across GCC markets, advising on digital publishing, newsroom automation, and media transformation.

- Supported leading newspapers and broadcasters across GCC in upgrading newsroom technology and digital content systems.
- Served as a regional advisor for **press technology integration**, bridging editorial and IT processes.
- Strengthened relationships with ministries, news agencies and national media institutions, creating pathways for future communication digitization.

Bahrain Olympic Committee (BOC) and Supreme Council for Youth & Sports (SCYS), Bahrain

Mar 2011 – Jul 2012

IT Director

Appointed to establish and modernize IT and communication systems supporting sports governance and international events.

- Led the full rebranding of the **Bahrain Olympic Committee**, introducing a modern visual identity that unified its communication across national and international platforms.
- Designed and implemented Bahrain's **first integrated Olympic data center**, connecting national sports federations through private cloud services.
- Designed and implemented **unified communication systems (VoIP, Lync (MS Teams), SharePoint, CRM)** to enhance coordination between the BOC, SCYS, and sports federations.
- Supported media and event communication infrastructure for regional tournaments and GCC Olympic events.

- Recognized by technology partners such as Cisco and Microsoft as a **regional case study** for innovation in sports communication.

AlAyam Press Publishing, Bahrain

Apr 2010 – Mar 2011

IT & Digital Media Director

Appointed by the board to lead the digital transformation of one of Bahrain's oldest newspapers.

- Reengineered AlAyam's newsroom operations, content systems, and audience engagement platforms to establish it as a modern digital media institution.
- Restructured traditional media and publishing company, implementing Bahrain's first **digital newsroom ecosystem**, integrating editorial workflow, online publishing, and mobile apps.
- Launched **AlAyam Mobile App** on Apple Store and Android platforms — the first of its kind in Bahrain.
- Enabled live TV and radio streaming through the newspaper's digital portal.
- Introduced **QR-coded editorial content** and **social media integration**, driving audience growth and advertising revenue.
- Transformed the legacy archive into a digital content library and information center.

AlBilad Press Publishing, Bahrain

May 2008 – Apr 2010

Co-founder & IT & Digital Media Director

Joined the founding team during establishment of *AlBilad Newspaper* to design and manage its IT and editorial infrastructure.

- Built Bahrain's first **integrated editorial and digital publishing system**, linking print, online, and mobile workflows.
- Defined digital policies, governance frameworks, and infrastructure standards across all publishing departments.
- Managed cross-departmental technology implementation, vendor coordination, and resource allocation.
- Pioneered early digitization of media operations, laying the groundwork for future content transformation projects in Bahrain's press sector.

KnowledgeView, UK

Jan 2005 – Jan 2010

Business Development Advisor at GCC

Served as the GCC regional advisor for KnowledgeView, a UK-based media technology company specializing in digital publishing, content management systems (CMS), and newsroom automation.

- Supported leading GCC newspapers and broadcasters in upgrading newsroom technology and digital content systems.
- Advised government and private media organizations across Saudi Arabia, UAE, Bahrain, and Kuwait on digital newsroom modernization and content lifecycle management.
- Supported the introduction of **Publish Live** and **NewsNet** platforms, enabling real-time editorial workflows and online-first publishing strategies.
- Directed product adaptation for Arabic-language newsrooms, ensuring localization of content systems to GCC standards.
- Partnered with national media councils and leading newspapers to integrate digital-first editorial and advertising systems.
- Positioned KnowledgeView as a **trusted regional technology partner** for the transformation of GCC media organizations.

AlWatan Press Publishing, Bahrain

Oct 2005 - May 2008

Co-founder & IT Analyst

Joined AlWatan founding team during its establishment phase to build the newsroom's IT and media infrastructure and lead its digital transformation making it the first newspaper in the GCC to fully digitize its editorial workflow.

- **Led the GCC's first end-to-end newsroom digitization project**, transforming AlWatan into a paperless, technology-driven news organization.
- Designed and implemented integrated editorial systems linking reporters, editors, designers, and printers in real time.
- Introduced digital archiving, electronic content management, and automation of newsroom processes.
- Trained more than **200 journalists and staff** on new digital tools and workflows.
- Established AlWatan's **first electronic information and content center**, setting the benchmark for digital publishing in Bahrain and across the GCC region.

Earlier Technical & Entrepreneurial Roles, Bahrain

Sep 1999 – Apr 2007

Founded and led the technology venture **Linspire Technology (2005–2007)**, delivering digital infrastructure, networking, and enterprise IT solutions for corporate and government clients across Bahrain. Earlier experience includes serving as **IT Team Leader** at **AlNahil Computer Systems (2003–2004)** and **Panda Computers (2002–2003)**, **Systems Administrator & IT Instructor** at **Cambridge Institute (2002–2003)**, and **Systems & Network Administrator** at **Horizons Computers (1999–2001)**. Developed deep expertise in systems integration, network security, and enterprise automation—laying the technical foundation for later leadership in digital transformation and strategic communication.

GCC CLIENT RELATIONSHIPS

Royal Commission for Riyadh City, King Salman Park Foundation, Ministry of Human Resources and Social Development, Ministry of Culture (Global), Communications, Space and Technology Commission (CST), Ministry of Tourism, Ministry of Finance, NEOM, The Line, Diriyah Company, Diriyah Gate Development Authority, Saudi Space Agency, ARAMCO, SABIC, Riyadh Air, Saudi Telecom Company (STC), Nissan, HP, Dubai Executive Council, Dubai Police, Abu Dhabi Police, DP World, Mubadala, Ministry of HR and Emiratization, Dubai Culture & Arts Authority, Dubai Department of Economy and Tourism, Watani Al Emarat Foundation, Dubai Electricity & Water Authority, Emirates Telecom Group, Royal Court, Supreme Council for Women, Bahrain's Consultative Council, Ministry of Interior, Ministry of Information Affairs, Bahrain Tourism & Exhibitions Authority, Ferrari, Maserati.

EDUCATION

- MA in Media And Public Relations (In Progress) | University of Leicester, UK
- BS in Business Management | Kingdom University, Bahrain
- Associate Degree in Computer Science | University of Bahrain, Bahrain
- General Science Secondary Education Certificate | Al Hidaya Al Khalifia Secondary Boys School, Bahrain

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

Multiple executive programs in Leadership, Strategic Communication, Technology, Digital Media, and AI - Edelman Institute (USA), 2023-2024
CMI Level 5 Award in Management & Leadership - Chartered Management Institute (UK), 2022
Certified Professional Consultant - American University in Dubai (UAE), 2021
Professional Certificate in Tender Management - Dubai Entrepreneurship Academy (UAE), 2021
Advanced Diplomas in Change Leadership, Crisis Communication, Executive Planning, Negotiation, Emotional Intelligence, Project Management, and Training of Trainers (ToT) - OPIC Consulting & Training (UAE), 2018-2021
Fluent in both Arabic and English (written and spoken).

BOARD MEMBERSHIPS & VOLUNTEER ROLES

Advisory Board Member - Saudi Public Relations Association (KSA)	2023 - Present
Advisory Board Member - Bahrain Public Relations Association (Bahrain)	2021 - Present
Co-founder & Advisory Board Member - Bahrain Technology & Business Society (Bahrain)	2012 - Present
Member - Bahraini Journalists Association	2008 - Present
Strategic Volunteer - Dubai Police, Dubai Police Academy	2015 - 2023
Strategic Volunteer - Dubai Entrepreneurship Academy (UAE)	2015 - 2023
Member - Watani Al Emarat Ambassador Program (UAE, Japan, Bahrain)	2017 - 2020
Member - Bahrain General Election Committee (Bahrain)	2002 - 2012
Student Board Member – Kingdom University (Bahrain)	2006-2007/2021-2023