

Giorgios 'Yodi' Retsinas
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EDUCATION

Harvard University
Graduate School of Arts & Sciences
MA, English Literature
2006 – 2008
Cambridge, MA

Long Island University
BA, English Composition
2002 – 2006
Brooklyn, NY

PUBLICATIONS

- Forbes Global, CNN, The Daily Mail
- The Big 5 Show Dailies, Pipeline,
- Forbes Middle East, Logistics News
- Construct Arabia, CBNME, Seawanhaka

PROFESSIONAL SKILLS

External Communications
Internal Communications
Media Relations
Public Affairs
Crisis Communications
Editing
Journalism
Social Media

MEDIA TRAINING & SPEECH WRITING

Princess Reema, KSA Ambassador to U.S.
H.E. Majed Al Hogail, Minister of Housing
H.E. Awwad Alawwad former Minister of Culture & Ministry of Media
H.E. Mohammed Al Jadaan Minister of Finance
Mohammed Al-Tuwaijri former Minister of Economy and Planning
HH Sheikh Mansoor al Maktoum
H.E. Fahd Al Rasheed CEO of RCRC
John Pagano CEO Red Sea Global
David Grover CEO of ROSHN
H.E. Gloria Guevara (former tourism minister of Mexico)

WORK EXPERIENCE

Ministry of Tourism

Riyadh, Saudi Arabia

Executive Advisor Head of PR & Comms for Executive Office

June 2023

Provide strategic direction in development of the ministry's communication strategies that will ensure a favorable public image of the executive office and increase the visibility of the MT brand. Advising the ministry's senior executives regarding the strategic planning and execution of public relations campaigns, as well as initiating and maintaining relationships with key media contacts.

ROSHN

Riyadh, Saudi Arabia

Sr. Director & Head of Communications

June 2022 – June 2023

Led the full communications department of 15 members ensuring the successful execution of strategy. Responsible for the overall planning and supervision of leadership communications and executive profiling. Executed a robust and critical internal/external int'l media and PR strategy that connected the SLT, and fostered a culture of inclusivity, information sharing, and transparency across the organization.

Royal Commission for Riyadh City

Riyadh, Saudi Arabia

Sr. Communication Advisor / Head of Media

Dec 2020 – June 2022

Provide day to day management and executional leadership of the commission's narrative. Media Relations: Develop and implement proactive corporate media strategies that elevate His Excellency and senior management. Crisis Comms: Create crisis communication playbook and manage the media response. Media Monitoring & Reporting: Develop and track media activity in terms of its return on investment, and overall effect on corporate reputation. Produce regular reports with analysis.

The Red Sea Development Company

Riyadh, Saudi Arabia

Public Relations Executive Director

April - Dec 2020

TRSDC's front line contact. Lead the disciplines of corporate PR, crisis communication and internal and external strategic communications to build and preserve the TRSDC brand both inside and outside the company. Responsible for planning and executing a comprehensive, proactive public relations strategy that advances company mission and goals by building international support. Serve as the company's public information officer and advising the CEO to the public and the media.

Ministry of Finance

Riyadh, Saudi Arabia

Media Advisor of Int'l Media

June 2018 – April 2020

Provided strategic media relations, direct management and outreach to 8 staff members. Supervised management to execute outreach for special events, programs and country initiatives. Secured strategic media placements assisting government reputation and business goals. Secured interviews and speaking opportunities proactively for His Excellency Minister Mohammed Al Jadaan.

Ministry of Media

Riyadh, Saudi Arabia

Int'l Media Sr. Director

April 2017 – June 2018

Responsible for developing the external communication strategy and maintaining the positive image of the country, brand and value proposition in public realm. Developed and coordinated means to seek regular input from the ministry's key constituencies regarding the quality of programs and initiatives and the ministry's relevance. Media trained and advised His Excellency Minister Dr. Awwad Alawwad.

Department of Defense

Camp Arifjan, Kuwait

Head of Media & Communications

January 2015 – April 2017

Responsible for planning, development and implementation of all of the USG's communications, and public relations activities, both external and internal. Oversaw development and implementation of support materials and services for Kuwaiti and U.S. military branches in the area of marketing, communications and public relations.

DMG Global Energy Middle East

Dubai, United Arab Emirates

Head of PR – Managing Editor

January 2012 – Jan 2015

Responsible for creating, implementing and measuring the success of a comprehensive PR and communications program that enhanced the DMG image and position within the marketplace and the general public. Oversaw all internal and external communications. Coordinated media interest in DMG and its divisions to ensure regular contact with target media.

FRS Government Services
Public Relations Sr. Manager

Riyadh, Saudi Arabia
February 2008 – Jan 2012

Responsible for day-to-day management of relations with the investor community.
Managed strategic public relation plans pertaining to evolving company issues.
Developed, in presentations to client base, strategically sourced relationships with analysts.
Managed distribution of external communication materials to all stakeholders.