

TAMIM AL ADWAN

MARKETING & COMMUNICATIONS LEADERSHIP · GULF

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PROFILE

Over twenty years of marketing across the Gulf and Levant, fourteen of them in house at the region's flagship institutions: DIFC, ENOC, CDA, RTA and Dubai Municipality. My pattern is simple: I build. Marketing functions stood up from zero, departments restructured from the inside, and two companies of my own, founded and sold.

My range runs from branding and corporate communications to performance, data science and AI, backed by a Fellowship of the Chartered Institute of Marketing. **As founder and managing director I carry full profit and loss**, and I have owned institutional budgets above AED 120 million. In 2021, PRWeek, the world's leading PR and communications publication, named me one of the 100 most powerful communications professionals in the Middle East. I work in two languages; Arabic is my native one.

EXPERIENCE

Forward Media

2021 – Present

Managing Director · Dubai

Founded and lead a brand, content and performance firm serving the UAE and the wider region, grown to a team of twenty five and more than one hundred clients. Currently repositioning the business as a marketing AI implementation consultancy.

Dubai International Financial Centre

2019 – 2021

Head of Marketing & Corporate Communications

Owned marketing and corporate communications with a team of twelve and a budget above AED 20 million across PR, partnerships, brand, digital and performance. Rebuilt the department around data and content, launched the new DIFC brand, and **doubled performance across every department KPI**, including leads, traffic and views.

Emirates National Oil Company

2018 – 2019

Head of Communications Planning & Relationship

Set marketing and communications strategy for the group, restructured a department of twenty, and owned a budget above AED 50 million. Authored ENOC's first stakeholder strategy and launched the Expo 2020 pavilion campaign.

Community Development Authority

2015 – 2018

Head of Marketing & Events

Led marketing and events with a team of six and an annual budget of AED 10 million. Launched the new CDA brand and visual identity and created the Mansour bin Mohammed Short Film Awards.

Roads & Transport Authority

2008 – 2015

Head of Advertising & Promotion

Built the advertising and promotion section from scratch and led it for six years: structure, team of twelve, agency roster and governance. Created and launched the Dubai Metro and Dubai Tram brands with campaign budgets above AED 50 million.

Dubai Municipality

2007 – 2008

Marketing & Communications · Children's City

Established the marketing function for Children's City, created its brand and campaign strategy, and grew visitor numbers by forty percent. Delivered Dubai's first dinosaur exhibition, in partnership with the Field Museum, Chicago.

Be Public

2002 – 2006

Founder & Managing Director · Amman

Founded and led an events and activation company running a yearly calendar with leading Arab entertainers, with teams of more than one hundred across creative, marketing, sales and operations. Created four university festivals across Jordan, more than two thousand attendees each, and commissioned over twenty concerts. **Acquired in 2006.**

MJ Production

2002 – 2006

Co-Founder & COO · Amman

Co-founded a creative and production company. Led the first 3D shopping-mall advertising map at Mecca Mall and grew market share by thirty percent. **Acquired in 2006.**

COMPETENCIES

Brand development and marketing strategy; corporate communications and public relations; performance marketing, demand generation and data measurement; digital and social; AI implementation in marketing operations; team building and hiring; budget ownership; events and activations; venture building.

EDUCATION & CREDENTIALS

MSc Strategic Marketing

University of Wollongong in Dubai, 2008

BA Business Administration

Yarmouk University, Jordan, 2006

FCIM · Fellow, Chartered Institute of Marketing, UK

PRWeek Middle East PowerBook · Top 100, 2021

PMP training

Arabic (native) · English (fluent)