

Faris Al-Obaid, M.A.

fa.alobaid@hotmail.com

Summary of Qualifications

Dynamic leader, consultant, and entrepreneur with more than 14 years of experience contributing to strategic planning and management operations within some of the most prestigious institutions globally, including British Parliament and the White House. Areas of expertise include:

- **Strategic Planning:** Big Picture Planning, Research, Branding, Change Management, Multi-Cultural Strategy Development, International Business Growth, Business Analysis / Assessment, Modelling, Creative Visualisation, Business Development
- **Operations Management:** Team Coordination, Problem Analysis and Resolution, Consulting, Coaching, Staff Recruitment, Training, Organisational Leadership, Consulting, Budgeting, Crisis Management, Leadership Development, Full Project Lifecycle Management
- **Communications:** Negotiations, Sales Development, Client Relations, Presentations, Speech Writing, Government Liaison, Networking, Relationship Building, Deals Closing, Marketing, Coalition Building, Conflict Resolution, Balanced Scorecard, Government Relations, Social Networking

PROFESSIONAL EXPERIENCE

Quattro International LLC, Managing Partner / CEO 2014-Present

- Founded and operate this import / export business, controlling all aspects of P&L, budgets, financials, sales targets (B2B / B2C), international negotiations, marketing, and overall team coordination.
 - Established this company into a leading and exclusive importer / distributor of some of the most luxurious brands in their category.

Pathway Genomics Corporation, Advisor to Board of Directors 2013-Present

- Deliver strategic consulting services for MENA region, working directly with company's Founder / CEO.

The State of Kuwait, General Secretariat of Supreme Council for Planning and Dev., Consultant 2012-Present

- Function as Advisor providing expertise on UNDP affairs, working with His Excellency the Secretary-General.
- Chosen by Minister of State for Planning and Development by Ministerial Decree to represent and speak on behalf of the State of Kuwait at United Nations Development Programme.
- Played an instrumental role in formulation of Kuwait's \$50M County Program documentation, working with Executive Board in Geneva.
- Established MOC (Memorandum of Cooperation) between the State of Kuwait and Japan - The Supreme Council for Planning and Development. Led signing of agreements in Japan on behalf of several ministries, accompanying The Minister of Planning and Development in Tokyo to enhance cooperation.
- Served as national member of CEDAW (The Convention on the Elimination of all Forms of Discrimination Against Women) team as well as national member of the Human Development Committee - Joint Committee between SCPD (Supreme Council for Planning and Development) and API (Arab Planning Institute - Kuwait).

Government Performance Monitoring, Specialty Advisor & Core Team Member 2012-2015

- Participated in evaluation and establishment of KPIs covering 57 Government entities in the State of Kuwait.
- Collaborated with stakeholders from the private / public sector on simultaneous projects, seminars, and national committees focused on government agendas.
- Introduced survey on National Solidarity working with HH's Royal Court - Diwan Al Amiri.
- Maintained mutually-beneficial relationships with governmental entities in all ministries.
- Honoured and commended for superior contributions.
- Selected to deliver presentations and contribute as guest speaker in a wide range of conferences / events.
- Initiated world class conference on Human Development with Arab Planning Institute and World Bank partners.

Warba Insurance Company K.S.C., Marketing Team Leader 2012-2013

- Contributed to establishment of organisation's new Marketing Department, providing development of policies, strategies, new channels, and strategic direction for online / offline business.
- Established a clear vision for media relations, product development, competitor analysis, R&D, lead generation, branding, staffing, advertising, promotions, and overall marketing.

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PROFESSIONAL EXPERIENCE – CONTINUED

- Loyac, Ambassador and Acting Head of Student Affairs** **2011**
— Reported directly to the Chairwoman and the Board of Directors.
- WTTS, Marketing and Corporate Sales Manager / VIP Clientele Manager** **2011**
— Led marketing / sales, including budgeting, strategic planning, advertising, promotions, communications, public / media relations, product development / distribution, sponsorship, and research.
— Collaborated with finance and business development specialists in strategic development of business cases.
— Cultivated productive relationships with stakeholders, investors, customers, and media contacts.
— Generated comprehensive reports covering project development status and forecasts.
— Skilfully developed and managed multinational accounts.
— Organised travel arrangements for VIP clients.
- MUNESCO PARIS, PR and Communication Manager** **2008-2011**
— Drove flow of information between company and public.
— Reported to the President and Board of Administration.
— Provided strategic direction to film crew, media, PR, and website committees.
— Forged strong relationships with internal / external key stakeholders to ensure proper messaging of offerings.
- Lothan Youth Achievement Centre, Ambassador to the European Region** **2008-2011**
— Built a reliable youth network to commit to Loyac and promote its image worldwide.
— Drove expansion of youth opportunities globally.
- American-Arab Anti-Discrimination Committee (ADC), Research Officer** **2009**
— Assisted Development Director in the preparation of briefs, conference calls, projects, research, planning, and meetings with government organisations (FBI, Homeland Security, US Congress, Department of Justice).
- British Parliament, House of Commons, Assistant Researcher** **2007**
- United Networks, Assistant to the Director of Marketing and Acting COO** **2007**
- British Petroleum Kuwait, Instructor / Consultant for Youth Projects** **2003-2006**

EDUCATION / PROFESSIONAL DEVELOPMENT

- KDI School of Public Policy and Management | **Executive Education for Senior Leaders** - Leadership Course on Frontiers in Development Policy, Development | Economics and International Development
- University of Southern California | **Executive Education** - Communication and Governance Reform, Communication, Reform and Development
- American University of Paris | **Master of Arts, Global Communications** | Thesis: Barack Obama: Applying ethos in Obama's reading of "A More Perfect Union" speech | Thesis Director: Professor Jayson Harsin (PhD from Northwestern University) (Cum Laude)
- American University of Paris | **Bachelor of Arts, International Communications** with two Minors: IBA and Political Communications | Graduated: Magna Cum Laude
- University of California, San Diego | **BA, Psychology, Politics**
- World Youth Services and Enterprise (WYSE) | **Leadership Development, International Leadership Training**
Leadership Course on Frontiers in Development Policy
World Bank Institute (WBI) and Korean Development Institute (KDI) - Washington, DC

LANGUAGES

English (Native) | Arabic (Native) | French (Native) | Italian (Basic)