



Alia Hussain

Strategic Leader / Project Manager

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Summary

- Dynamic and innovative thinker with experience of business turnaround and strategy implementations in organisations from SMEs to large nationals.
- Extensive experience assisting with company growth to formulate ethics-led strategic approaches, create value, help set vision, mission and values.
- Influential leader of multi disciplinary teams successfully inspiring stakeholders in multicultural, fast-paced environments and a solid networker with natural curiosity and desire to succeed.
- Successful track record of developing and executing award-winning operations and comms campaigns, handling media relations and crisis management.
- Strong financial, analytical and client management experience, driving through culture change to achieve sales growth and improved operational efficiency.
- Curiosity and insight around new technology and determination to create positive outcomes with new technology implementations.

Experience

Strategic Executive (Comms/ Finance) | NTT, Inc. | Dubai | Feb 2018 – Present

Worked with teams across Europe, Middle East and Africa (CEMEA) delivering on multi-million-dollar income targets vital for stability of regional operations. Overseeing restructuring and communications for 12-month transformational critical growth plan.

Strategy and Communications:

- Established new executive visibility strategy with stakeholder mapping and digital cultivation of B2B influencers, managing communications channels and ensuring alignment with key business priorities
- Created plans and developed budgeting for key aspects of annual planning including executive visibility, thought leadership and communications campaigns
- Led communications counsel and created cross-functional events to deliver thought leadership and showcase latest strategies for business growth
- Initiated and delivered the first regional-wide B2B digital campaign across key digital platforms and social media channels in five languages for priority markets

Business growth:

- Achieved a 40% YOY income increase for new product ranges by managing the exit of declining ranges and diverting resources and capacity
- Delivered 105% to sales targets by re-assigning teams to work collaboratively and refocus to align sales and marketing functions for customer focused re-launch.

Financial savings and restructure:

- Reduced staff costs by 20% by leading on staffing restructure for underperforming region including designing and managing communications strategy to overcome silo working culture
- Improved financial forecasting accuracy, led to 20% variance reduction. Created business model and plan for new service line with 5 yr revenue and cost projections

Development Director | Hanstel Corp | Vienna | Nov 2014 – Feb 2018

Head of high profile project team delivering on projects including Network Scheduling Tool for Middle East and Central Europe. Led team of 10 direct reports with project investment of \$4 million and external stakeholders including AD Bank and EXA Plc.

Strategy:

- Conceptualized and managed project including multi-million dollar innovation center driving relationships with local and regional stakeholders
- Led M&A strategic investment negotiations with venture capital firm
- Repositioned operational area of business ensuring effective launch of new Tool

Project Activities and Digital Development:

- Developed and executed strategic plan (including toolkits, communications campaigns and tech infrastructure) working across several divisions and regions
- Managed proactive and reactive project initiatives working with executives to achieve key corporate objectives

Director | FTI Partners Consulting | Marrakesh | July 2011 – Nov 2014

Dual role: Strategic direction of Corporate Communications in North Africa managing a \$4 million portfolio of clients. Business Analyst translating high-level requirements into specifications for development team to use in new product development.

Strategy and planning:

- Developed communications plans including an influencer programme to effectively inform external and internal audiences. Launched a Media Academy
- Counseled C-suite and global, regional and local communications teams on ongoing strategy and management

Change management:

- Analysed complex data sets assessing how technology could be leveraged to develop business opportunities and identified a focused product portfolio with a clear business development strategy based on revenue forecasts
- Developed and implemented extensive change programme for 90 core employees

Senior Vice President | HPY Worldwide Consulting | New York | Nov 2004 – July 2011

Senior leader of Corporate/Financial practice. Led integrated communications programs for multinationals including HLO Plc, Tomo Corp and ColaB. Managed four direct reports and multiple account teams.

PR/IR communications:

- Managed top-tier business/financial media and investment community relationships
- Developed and executed strategic communications campaigns, advising c-level executives and Investor Relations Officers on tier 1 media, issues and campaigns

Early Employment | New York, London, Barcelona | Jan 1997 – Oct 2004

Worked as Account Director at Oscar Fortune, Executive Manager at YBB Plc etc. Directed strategic communications for multinationals and handled company merger.

Education

MBA (Merit) | 2019 | University of Bradford | Triple Crown Accredited
Bachelor of Arts, Political Science | 1999 | University of Catalina

Languages

English (Native), Spanish (Fluent), Arabic (Intermediate)
