

BRIAN ASHBY

OVERVIEW

- An Oxford University and British NCTJ-trained communications & marketing professional with more than 20 years' experience.
- Managed teams of up to 70 multinational staff; run budgets of up to \$90m; launched and edited a national daily newspaper; developed and delivered global branding campaigns, including television commercials; and worked on four continents.
- Repeatedly demonstrated an energetic, proactive and solution-orientated leadership attitude with a core focus on results.

KEY SKILLS AND ABILITIES

- Comprehensive understanding of corporate communications, marketing, stakeholder management, media relations & digital content development, with proven responsibility for launching global products and brands, in complex multichannel environments.
- Demonstrated ability to lead and drive large multinational marketing & communication teams through periods of major change.
- Excellent communication, stakeholder and people skills having worked in the Middle East, China, Africa, the USA and Europe.

CAREER

VICE PRESIDENT, MARKETING – QATAR AIRWAYS, DOHA, QATAR – OCT 15-NOW

- Heading up Qatar Airways global marketing team (41) - managing the global brand, media buying, commercial, creative, digital, and research teams, and directing day-to-day operations; overseeing the creative and media buying agencies; and accountable for a multimillion dollar global marketing budget.
- Launching the Qatar Airways rebrand in December 2015, driving more than 60m views for the new TVC on Social Media and more than 40m views for the new inflight safety video featuring FC Barcelona football club; developing a series of new multichannel assets including the 2017 global TVC, relaunching our weather sponsorship assets across all channels such as the BBC and CNN and developing our No Borders and Open Skies TV commercials.
- Overseeing the development of all brand and tactical collateral, including, print, TV, radio, outdoor, digital, trade, social media and POS for 100+ global markets and all Qatar Airways Group companies, including internal communications.
- On-boarding new creative and media buying agencies, internal budgetary tracking system and development of attribution model to deliver a more effective, cost-efficient and robust framework to provide faster, more creative and measurable output across all KPIs.

SENIOR MANAGER, CORPORATE COMMUNICATIONS – QATAR AIRWAYS, DOHA, QATAR – JAN15-SEPT15

- Headed up Qatar Airways global corporate communications team (24) - oversaw the executive communications, content creation, public relations, media relations, subsidiaries and social media teams; directed day-to-day corporate communications operations; oversaw and managed all global PR staff and agencies (14); managed the global PR budget of \$6m; and oversaw content for Qatar Airways 14 subsidiaries, including Hamad International Airport, Qatar Duty Free, and Qatar Airways Cargo.
- Developed and managed the production of global messaging with regard to press releases, conferences, events, exhibitions, industry galas and route inaugurals, such as the opening of the new 50-million-passenger Hamad International Airport, the introduction of the world's first Airbus A350, 20 new launch destinations and numerous marketing and passenger initiatives.

- Drove Qatar Airways from the Number 5 to Number 1 global airline on Facebook with more than 12 million fans in 9 months.
- Introduced regional PR teams for more efficient and responsive media and agency management.
- Revised Qatar Airways Crisis Communications procedures, oversaw the redevelopment of the emergency website, and dealt with all global emergency media situations from bomb threats through aircraft technical faults to unruly passengers.

GLOBAL CORPORATE COMMUNICATIONS MANAGER – QATAR AIRWAYS, DOHA, QATAR – JAN14-JAN15

- Led Qatar Airways global corporate communications team (12) - directed day-to-day PR and media operations, oversaw Asia, Africa and Middle East regional offices and agencies, managed the airline's Social Media platforms, and oversaw content for Qatar Airways 14 subsidiaries, including Hamad International Airport, Qatar Duty Free, Qatar Executive and Qatar Airways Cargo.
- Drafted speeches for C-suite executives, and oversaw the preparation of all global corporate communications.
- Dealt with daily media inquiries from Bloomberg, Reuters, the BBC and other international media, drafted statements for the team and produced guidelines for all global offices on messaging, positioning and responding to media queries.
- Established strong working relationships with in-country offices/stations, PR agencies and media professionals.

DIGITAL MANAGING EDITOR – SAUDI ARAMCO, DHAHRAN, KSA – JAN13-JAN14

- Managing editor for Saudi Aramco's multi-lingual websites and social media platforms.
- Led the digital team through the development and launch of a new Adobe CQ5 HTML5 multi-country website.
- Developed and managed the implementation of a corporate communications Social Media roadmap across multiple platforms.
- Managed the content for a range of Digital applications for Apple, Android and Kindle platforms.

MANAGING DIRECTOR – FUZZY MEMES LTD, MILAN, ITALY/EAST AFRICA – JAN12-JAN 14

- Managing Director of Fuzzy Memes Ltd, a boutique digital communications agency focusing on the rapidly evolving mobile communications sector in East Africa.
- Sourced and acquired clients in the UK, Italy and Uganda for books, websites, eBooks and Apple iPad Applications, PR strategy, crisis communications and brand development, including the Gorilla Highlands eBook which won a United Nations Tourism Prize.

VOLUNTEER – EDIRISA, KABALE, UGANDA – JAN11-SEP11

- Volunteered with an educational charity in southwest Uganda: house-building, marketing and website development.

MANAGING DIRECTOR – SAB MEDIA, DUBAI (THE TIMES & SUNDAY TIMES) & PUBLISHING CONSULTANT – SAB GROUP, KSA (ARREYADI) – MAR08-JUL10

- Operational responsibility for SAB Media, News International's Middle East licensee partner for *The Times* and *The Sunday Times*.
- Led SAB Media from loss to profit in five months and was responsible for an annual turnover of \$5.7 million
- Renegotiated all primary contracts including print, distribution, retail, marketing and licensee partnerships saving \$0.7 million; managed the stepped introduction of colour newsprint; and oversaw marketing initiatives worth \$1.1m.

- Managed 17 staff in advertising, retail and subscription sales, finance, HR, marketing, IT and admin; created profitable subscription and retail sales departments, restructured ad sales and developed highly successful value-added supplements.
- Publishing Consultant for *Arreyadi*, the No1 sports newspaper in KSA. Reported to SAB Group Board with recommendations on strategy, P&L, staffing, marketing, retail positioning, distribution, print quality/costs, IT, ad sales and subscriptions.

HEAD OF EDITORIAL – AMG (NOW DUBAI MEDIA INCORPORATED), DUBAI – MAR05-MAR08

- Editorial responsibility for Arab Media Group websites, now Dubai Media Incorporated (Promoted March 07)
- Managed, trained and developed an Online team of 48 IT staff and journalists to launch and run 22 corporate and brand-specific websites, including *MTV Arabia*, *Nickelodeon Arabia*, *Virgin Radio Dubai*; three national daily newspaper websites in English and Arabic (Emirates 24/7, Emarat Alyoum and Al Bayan) and eight radio stations, including Dubai 92, Hit 97.6 and City 101.6.
- Oversaw the editorial development, design, testing and implementation of AMG's corporate websites which run on a bespoke, single-platform/multisite Microsoft Sharepoint CMS; renegotiated all 50-plus wire contracts (\$1m annually); and introduced rich, first-to-market, multimedia content driving total visitors from 450,000 p/m to more than two million

DEPUTY EDITOR – ARAB MEDIA GROUP, DUBAI

- As the second person hired in a 72-person editorial team, I was instrumental in the set-up and launch of *Emirates Today*, the UAE's fifth national daily English-language newspaper; with key input on, positioning, structure, and content; and the recruitment of news, features, women's, business, entertainment, sport, production, pictures, design and graphics teams.
- Handled all printing and production responsibilities, including paper selection, tenders, printer negotiations; the selection, purchasing, installation, configuration and testing of QuarkXpress and CopyDesk systems; and the design from first draft to delivery.
- Oversaw news-gathering, had management responsibility for day-to-day operations, and provided strategic direction on the relevance, positioning and packaging of content, and was final arbiter on quality control and page sign off.
- Lead the team during its coverage of major international news events (2005 Pakistan Earthquake, 2006 War in Lebanon).

MANAGING EDITOR – THE MEDIA FACTORY, DUBAI – AUG02-FEB05

- Managerial, editorial, client and financial responsibility for all TMF publishing - drove annual turnover from \$270,000 to \$2.2m.
- Headed a team of 21 staff including English and Arabic journalists, translators, sales teams and designers.
- Launched the bi-lingual Middle East franchise editions of Haymarket Publishing's *F1 Racing* and *Autocar* across 11 Middle East countries; re-launched *Oryx*, Qatar Airways' inflight magazine; and launched *Policy*, a monthly vertical insurance magazine.

EDITOR / PRODUCTION – MOTIVATE PUBLISHING, DUBAI – JUN99-MAY02

- Managed editorial production for *Gulf Business*; led the design team and signed off final proofs (Promoted Sept 00)
- Wrote business, political news and features; commissioned pictures and subbed freelance copy

DEPUTY EDITOR – MOTIVATE PUBLISHING, DUBAI

- Managed editorial production and oversaw design and content for *Emirates* airline's *TV & Radio* a double-edition, bi-monthly, bi-lingual, 64-page inflight guide (circulation 66,000), and *Shoptalk*, an 84-page, quarterly, duty-free magazine for Dubai Airport.

SUB EDITOR – REED PUBLISHING, LONDON – JUL98-JUN99

- Subbed medical news and features for *Doctor* and *Hospital Doctor*, laid out pages, and managed the Intranet website

JUNIOR REPORTER / SENIOR REPORTER – OBAN TIMES, SCOTLAND – AUG96-JUN98

- Wrote news and features for *The Campbeltown Courier*, and subbed and designed news, features and sport pages

FEATURE WRITER – DEERBRIDGE PUBLISHING, TAIPEI, REPUBLIC OF CHINA – MAY95-OCT95

- Wrote short fictional stories for children based upon popular Chinese folk tales

RESEARCHER – BLACKWELL PUBLISHING, OXFORD – OCT94-APR95

- Carried out publishing data research and analysis

ACADEMIA

CORNWALL COLLEGE – CORNWALL, ENGLAND – JAN96-JUN96

- NCTJ Postgraduate Journalism Certificate: Local Government, Central Government, Law, Journalism and Shorthand (100wpm)

OXFORD UNIVERSITY – LADY MARGARET HALL, OXFORD – SEPT91-JUN94

- BA (Hons) 2:i in Human Sciences; College Undergraduate President; Double Half-Blue for Lacrosse
- During my university vacations I spent 15 months living and working in the United States in California and Montana

BELFAST ROYAL ACADEMY – BELFAST, NORTHERN IRELAND – SEPT83-JUN90

- Four A-Levels: 3-A, 1-B; Sir Walter Tate Leaving Scholarship

OTHER SKILLS & INTERESTS

- Italian - Intermediate
- Climbing, mountaineering and extended backpacking
- Driving licence
- Chess & Politics

REFERENCES

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