

LOULWA ALAYOUBI

COMMUNICATIONS & EXTERNAL AFFAIRS LEADER

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Languages
Arabic Native
English Proficient



PROFILE

I am a seasoned leader specializing in external affairs and communications, adept at orchestrating multi-layered strategic engagements and communication strategies and effectively managing regional communications. With 20 years of experience and a deep understanding of the GCC and MENAT regions, I am seeking a senior role where I can leverage my skill set and expertise to deliver measurable, high-impact outcomes..

WORK EXPERIENCE

AREA HEAD OF COMMUNICATIONS & STRATEGIC ENGAGEMENT – APMEA WEST

British American Tobacco – Dubai, UAE

February 2025 – present

- Led strategic communications and engagement across 17 markets in APMEA West, aligning narratives with science and ESG transformation objectives.
- Developed the foundation for a multi-year cross-market communications strategy, integrating multiple strategic pillars and initiatives to translate communication outcomes into measurable business impact.
- Introduced an AI-powered PR and content generation and dissemination system, alongside online pressrooms in addition to stakeholder mapping and media monitoring tools to support precision engagement in challenging media environments.
- Initiated regional media outreach to reposition BAT's science and innovation story, strengthening BAT's voice in a polarized regulatory landscape.
- Collaborated with cross-functional teams including Legal, Scientific Affairs, and Global CORA to ensure message discipline and aligned stakeholder interactions.

EXTERNAL AFFAIRS MANAGER MIDDLE EAST AND SCIENTIFIC ENGAGEMENTS LEAD

Philip Morris International – Dubai, UAE

Apr 2022 – February 2025

- Spearheaded special projects and initiatives within the GCC, leveraging cross-functional teams to drive impactful results.
- Orchestrated engagement with diverse stakeholders, including government entities, regulatory bodies, media, and scientific communities, fostering support for conventional and reduced-risk product portfolios to be launched across end markets.

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- Pioneered scientific education initiatives, notably in the Middle East, and executed a comprehensive 5-year engagement strategy to scale impact across the region.
 - Implemented regulatory and risk management measures, safeguarding business continuity and ensuring compliance with evolving standards.
 - Provided strategic counsel and facilitated seamless market implementation for business and commercial strategies, aligning with regulatory requirements.
 - Developed and executed tailored policy and regulatory strategies to enhance scientific communications, with a focus on Kuwait, Qatar, and the broader GCC region.

EXTERNAL AFFAIRS MANAGER MIDDLE EAST

Philip Morris International – Dubai, UAE

May 2019 - Apr 2022

- Led strategic engagements with key stakeholders in Kuwait during the COVID crisis, championing the regulation of reduced-risk products.
- Enabled market access for an extended portfolio of reduced-risk products, culminating in their successful launch and establishment within the market.
- Spearheaded the localization of PMI's global communications strategy in the GCC, ensuring relevance and effectiveness in the markets at a time where the Communication Department was part of External Affairs.
- Revitalized direct media relations to position PMI as a trusted authority on reduced-risk product science, enhancing the company's reputation and influence.
- Served as the primary spokesperson for PMI during product launches, effectively representing the brand and its offerings in the market.
- Identified and capitalized on opportunities to scale up innovative projects in the Middle East, shaping a new 3-year strategy to drive impactful outcomes.
- Cultivated and nurtured relationships with stakeholders, including government officials, policy makers, key opinion leaders, media personalities, and the scientific community, fostering collaboration and support for PMI's vision.

GROUP HEAD OF CORPORATE COMMUNICATIONS AND INVESTOR RELATIONS - ACTING

Burgan Bank Group – Kuwait City, Kuwait

Jul 2018 - Apr 2019

- Orchestrated strategic corporate communications initiatives for Burgan Bank Group across key markets such as Turkey, Algeria, Tunisia, Iraq, Malta, and the UAE, while also focusing on micro-level communication strategies for the HQ in Kuwait.
- Successfully elevated the Group's Share of Voice (SOV) ranking in Kuwait, through targeted messaging strategies and enhanced efficiencies.
- Established a centralized communication hub in Kuwait, ensuring consistent alignment of brand and corporate messages across the Group.
- Pioneered the launch of innovative digital and social media campaigns within the Kuwaiti financial industry, establishing a novel market practice.
- Co-led an industry alliance for Investor Relations in Kuwait, collaborating with regulatory authorities to shape IR policies and standards along-side the financial industry.
- Served as a key spokesperson for the Group and HQ, representing Burgan Bank Group in interactions with international financial media as well as local and regional press.
- Played a pivotal role in key delegations, participating in roadshows and meetings with analysts and accreditation agencies to promote the Group's objectives and achievements.

SENIOR EXTERNAL AFFAIRS MANAGER

Burgan Bank Group – Kuwait City, Kuwait

Oct 2012 - Jun 2018

- Led corporate communications efforts for the Group's headquarters in Kuwait and ensured alignment with Group members across the MENAT region.
- Successfully launched the Burgan Bank Turkey brand and played a key role in the rebranding of the retail banking network in Turkey.

- Assisted in restructuring the communications department of Burgan Bank Turkey and facilitated the implementation of a new communications strategy in line with the overarching strategy of Burgan Bank Kuwait.
- Spearheaded the launch of the Burgan Bank Private brand.
- Cultivated relationships with key government stakeholders and the investor community, serving as a crucial liaison for the Group.
- Served as the primary point of contact for local, regional, and international media outlets and awarding bodies.
- Oversaw the development of branding requirements for subsidiaries and business arms across the Group.
- Revamped PR strategies to improve efficiencies, resulting in a higher Share of Voice (SOV).
- Pioneered the implementation of the first CSR strategy in Kuwait which entailed a focus on sports and fine arts, setting a precedent for other banks to follow.
- Co-established the Investor Relations discipline and contributed to the creation of internal and external regulations for Investor Relations, enhancing internal governance practices.

STRATEGIC BUSINESS DEVELOPMENT OFFICER AND DEPUTY CHIEF OF STAFF

Burgan Bank Group – Kuwait City, Kuwait

Nov 2010 - Sep 2012

- Analyzed business operations, monitored market opportunities, and conducted industry research for strategic initiatives.
- Supported and monitored bank-wide strategic initiatives, conducting research and due diligence.
- Managed internal and external communications for the CEO.

BUSINESS DEVELOPMENT OFFICER

Arabian Energy Services – Kuwait City, Kuwait

Feb 2009 - Oct 2010

- Handled equity investors & conducted group project research development.

OWNER

Online event platform – Kuwait City, Kuwait

Mar 2008 - Jun 2010

- Owned and managed the platform; an events website which was sold over to an online and digital media agency in 2010.

ACCOUNT EXECUTIVE

Global Investment House – Kuwait City, Kuwait

Apr 2006 - Mar 2008

- Managed a portfolio of corporate and individual clients accounts in addition to sales of investment opportunities.

EDUCATION

B.A. Mass Communications – American University of Sharjah, 2005

Certified Investor Relations Officer – ME-IRS, 2014

Key Executive Training: Wharton (Innovation), EY (Strategy)

VOLUNTEERING & MEMBERSHIPS

2022-2025	2017-2019	2016-2019	2006-2010	2006-2010	2011-2025	2025
GUEST LECTURER	BOARD MEMBER	SOCIAL RUNNING ADVOCATE	MEMBER	MEMBER	MEMBER	MEMBER
American University of Sharjah	Kuwait Olympics Committee	Running Groups	Women Cultural Society	Kuwait Human Rights Society	Kuwait IR Society	Middle East Public Relations Association