

Houssam El Zein

Strategic Marketing & Brand Transformation Leader

Qatar
+974 7037 4455
hello@houssamelzein.com
www.houssamelzein.com
linkedin.com/in/houssamelzein

Over 25 years of experience transforming institutional brands and the communications functions, teams, and infrastructure that support them across Qatar and the GCC. Sector experience spans government, education, financial services, research, sports, and regulatory environments.

Core Competencies

- Strategic Marketing Communications
- Brand Transformations
- Growth Marketing
- Team Management and Leadership
- Content Strategy and Newsroom
- High-Level Conference Management
- Crisis Communications & Reputation Management

Experience

Strategic Marketing Communications Consultant

Lumin LLC, Qatar

OmniX FZCO, United Arab Emirates

August 2023 – Current

Advise government, higher education, and enterprise clients across the GCC on brand transformation, marketing operating models, and institutional positioning.

- Led the Qatar Stock Exchange (QSE) brand transformation initiative, supporting the rebranding of Qatar's capital markets platform, commercial marketing across the sales pipeline, and the development of the marketing and communications function. (June – September 2026)
- Led the brand transformation and strategic marketing initiatives for the Community College of Qatar (CCQ). (April 2024 – May 2026)
- Advise C-suite leaders on brand governance, marketing transformation, and operating model design.
- Represented Ernst & Young (EY) as Senior Communications Consultant on the Qatar Central Bank Human Capital Development project.
- Directed flagship conferences and stakeholder engagement programs that strengthened institutional reputation and thought leadership across the MENA region.
- Developed integrated marketing and communications strategies to increase awareness, strengthen brand positioning, and generate demand across commercial pipelines.

Marketing Manager / Acting Director of Communications
Qatar Foundation, Hamad Bin Khalifa University (HBKU), Qatar
March 2014 – August 2023

Built and scaled the university's entire brand and marketing function from the ground up, driving enrollment growth and regional positioning across 12 entities.

- Built and led the enterprise brand, marketing, and communications function for HBKU, and its 12 entities, positioning the university as a regional leader in graduate and research education across Qatar, the GCC, and international markets.
- Launched HBKU's Executive Education vertical from inception; developing go-to-market strategy, program positioning, and enrollment funnel.
- Delivered 85% growth in qualified leads and 50% enrollment increase through integrated, digital-first acquisition strategy spanning SEO, paid media, content, events, and regional partnerships.
- Directed a cross-functional team across brand strategy, digital, media, content, events, and CRM; managed multi-million marketing budgets and full agency rosters.
- Implemented CRM and marketing-automation infrastructure that unified the inquiry-to-enrollment journey and enabled data-informed decision-making at leadership level
- Produced high-profile thought-leadership platforms; faculty panels, executive briefings, and international conferences, that elevated institutional visibility and partnership pipelines.

Senior Marketing Communications Manager
Commercial Bank Group, Qatar
Aug 2005 – Jan 2014

Support acquisition and growth marketing across the bank's retail, corporate, and private banking pipeline, alongside an award-winning enterprise rebrand across Qatar and regional subsidiaries.

- Led the enterprise rebrand of Commercial Bank across Qatar and regional subsidiaries, earning global recognition (Rebrand 100, Digital Impact Awards).
- Built the brand and creative operating function from the ground up, embedding governance standards across products, channels, and subsidiaries.
- Launched the bank's first digital CRM platform; the foundation for data-driven acquisition, retention, and customer-experience programs across all channels.
- Designed B2B and B2C acquisition campaigns and high-net-worth loyalty programs that measurably increased customer lifetime value.
- Delivered brand visibility through flagship sponsorships including the Qatar Masters and MotoGP.

Earlier Career, Lebanon
1998 – 2005

- Progressive roles in market-entry brand leadership (Coldwell Banker Lebanon) and integrated brand/creative direction at regional advertising agencies, working on integrated campaign design, and digital experience.

Personal Information

Education	Languages	Date of Birth	Nationality & Residency
• Bachelor in Graphic Art, State University of New York, 2002	• English: High Proficiency • Arabic: Native	• June 01, 1980	• Passport: Lebanese • Residency: Qatar and UAE