



**DIRECTOR, COMMUNICATIONS  
LARA KHOURI**

### **BIO & REASONS FOR STANDING**

*My passion is improving people's experiences with brands. The BBG is a very strong brand and I know that it will be exciting and fulfilling to work with the committee and operations team on making every member's experience with us one they value above all others. It has been my privilege to serve on the committee for a year and I would love nothing more than to be able to see the projects we've started through to their successful completion. From a communications perspective, we've come a long way and are now at a point where we can begin doing things that will make a noticeable difference.*

*I moved to Dubai in 2004 and, since 2007, have worked with local branches of British organisations leading their communications and marketing efforts behind the scenes creating messaging, collateral and experiences for their audiences, and as the face of the organisation giving presentations and live interviews on radio or TV. In addition to my degrees in Media & Communications and General Human Services, I am a certified Co-Active® Coach and a Cherie Blair Foundation for Women mentor. Currently, my day job is Head of International Marketing for the ICAEW, a global membership organisation.*