

# SYED MUDASSAR KHUSHNOOD

International Media Director | Strategic Communications Advisor

**Current Position:** Group Media Director — Ambra Holdings PTE LTD, Westbury Group of Companies Limited, BG Titan Global

**Based:** Dubai, United Arab Emirates

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## **Cover Line:**

*"Strategic Communication for Governments, Investors, Institutions, and Global Business Leadership."*

## **1. EXECUTIVE PROFILE**

Syed Mudassar Khushnood is an International Media Director and Strategic Communications Advisor based in Dubai, with over 25 years of distinguished experience spanning international media, public relations, diplomatic coverage, corporate communication, executive visibility, and cross-border media strategy.

He serves as Group Media Director for Ambra Holdings PTE LTD, Westbury Group of Companies Limited, and BG Titan Global. In this capacity, he leads the Group's international communication framework,

government-facing presentation, high-level delegation visibility, and investor-focused media positioning to foster long-term institutional trust and global stakeholder confidence.

His work bridges newsroom credibility, diplomatic protocol awareness, and high-end corporate visibility — connecting governments, ministries, investment authorities, and international business leaders through highly professional, polished, and institutionally appropriate communication.

### Professional Footprint & Key Metrics

<b>Experience</b>	25+ Years in Journalism, Media & Strategic Communication
<b>Global Reach</b>	50+ Countries and Sovereign Markets Media Footprint
<b>Engagements</b>	1,000+ Major Interviews and High-Level Media Engagements
<b>Editorial Output</b>	10,000+ Published News Stories, Reports, and Digital Productions

## 2. RECOGNITION

- **10-Year Golden Visa** — Awarded by the United Arab Emirates for specialized professional talent and media excellence.
- **Taqdeer Award (2023)** — Presented by Dubai's General Directorate of Residency and Foreigners Affairs (GDRFA) in recognition of professional excellence and impact.
- **Best Journalist Award (2024)** — Presented by the Governor of Punjab during an official state ceremony in Dubai, honoring cross-border journalistic achievements.



## 3. CURRENT STRATEGIC ROLE & CORE RESPONSIBILITIES

- **International Media Strategy** — Directing the Group's communication alignment across global markets and sovereign target regions.
- **Delegation & Visit Documentation** — Preparing executive profiles, country-visit briefs, and protocol-compliant summaries for presidential and ministerial offices.
- **Investor Communication** — Developing structured financial and investment narratives for high-end institutional stakeholders.

- **Corporate Portfolio Communication** — Translating multi-sector business interests into sophisticated, clear corporate narratives.
- **Press & Public Relations** — Managing international press coordination, corporate positioning, and official press release operations.
- **High-Level Visit Coverage** — Supervising official photo, video, and editorial media coverage for corporate and state visits.
- **Digital Reputation Management** — Overseeing search engine visibility, profile integrity, and global online presence.
- **Modern Newsroom Operations** — Managing automated media monitoring networks and multilingual content deployment systems.

## 4. STRATEGIC COMMUNICATION MANDATE

The mandate is to position the Group as a highly credible, responsible, and globally integrated investment entity. This framework rests on five pillars:

### I. Government Confidence

Preparing protocol-compliant communication materials for Presidents' Offices, Prime Ministerial Offices, Royal Courts, Ministries, defense-linked environments, and national investment boards.

### II. Investor Trust

Presenting the Group's leadership, project portfolio, and long-term economic vision in a transparent, authoritative, and structured manner to public and private stakeholders.

### III. Strategic Media Visibility

Cultivating a consistent, premium media presence through elite international business platforms, senior leadership interviews, and considered narrative development.

### IV. Diplomatic & Institutional Presentation

Refining country-visit briefs, protocol documentation, official captions, and post-visit reports suitable for highly sensitive diplomatic environments.

### V. Modern Communication Infrastructure

Applying digital newsroom workflows, multilingual content management, and specialized media intelligence to deliver speed, accuracy, and consistency across international priority markets.

## 5. STRATEGIC ASSOCIATION WITH GROUP LEADERSHIP

The communication framework is closely aligned with the Group's senior leadership. **Asim Bhutto** leads Westbury Group of Companies Limited as a Global Property Investor, Venture Capitalist, and Strategic Investment Leader with more than 20 years of international experience across the United Kingdom, Europe, the Middle East, and the Far East — covering mixed-use, residential, commercial, and infrastructure assets exceeding £10 billion globally.

With leadership positions spanning *Dorchester Capital Investments PTE Ltd*, *Westbury International Investments Limited*, *Ambra Holdings PTE LTD*, *Westbury Group of Companies Limited*, and *Globeclad UK Limited*, the Group's media direction focuses on aligning executive visibility with high-level institutional partnerships.

## 6. STRATEGIC BUSINESS COMMUNICATION FOCUS

Gold Refineries & Precious Metals	Cement Manufacturing Plants
Energy & Green Transition	Electric Vehicles (EV) & Future Mobility
Oil & Gas-Related Development	Solar Power & Alternative Energy Sources
Maritime Services & Port Infrastructure	Sovereign Investment Promotion
Airport & Logistics Infrastructure	Government & Institutional Partnerships
Real Estate & Mega Infrastructure Development	Cross-Border Business Development
Global Digital Reputation & Search Visibility	

## 7. PRIORITY ENGAGEMENT CORRIDORS & INSTITUTIONAL TARGETS

**Primary Corridors:** The Gulf and wider Middle East; South Asia

**Strategic Extensions:** The United Kingdom and Europe; Southeast Asia (including Singapore); selected West African and emerging infrastructure markets

**Institutional Targets:**

- Presidents' and Prime Ministers' Offices
- Royal Courts and Diwans
- Defence, Military, and Security Leadership Environments
- Sovereign Wealth Funds and National Investment Authorities
- Embassies, Consulates, and Diplomatic Missions
- Ministries of Energy, Infrastructure, and Finance
- International Business Councils and Global Media Platforms

## 8. CORE PROFESSIONAL STRENGTHS

International Media Direction · Strategic Communications Advisory · Government-Facing Communication · Executive Positioning · Investment & Financial Communication · Diplomatic Event Coverage · Next-Gen

Newsroom Leadership · Cross-Border Business Storytelling · High-Level Meeting Documentation · Institutional Media Kit Development · Crisis-Sensitive Communication · Institutional Protocol Awareness · Multilingual Content Strategy · Digital Media Intelligence

## 9. SELECTED HIGHLIGHTS

- **High-Level Strategic Media Deployment:** Directed complete communication architecture and media positioning for cross-border investment delegations across the UAE, Middle East, and South Asian corridors, securing institutional alignment.
- **Elite Diplomatic & Corporate Engagements:** Conducted and orchestrated over 1,000 high-profile interviews and media interactions with heads of state, corporate leaders, and sovereign wealth fund executives over a 25-year career.
- **Corporate Media Platform Leadership:** Formed and developed major professional media initiatives and groups, including Line Floor Media Group, bridging the gap between diplomatic corridors and global business audiences.
- **Sovereign Infrastructure Visibility:** Spearheaded comprehensive media and narrative strategy for mega-investment portfolios encompassing global infrastructure, energy, and logistics developments valued in major institutional brackets.

## 10. COMMUNICATION PHILOSOPHY

*High-level investment projects require more than capital, contracts, and documentation. They require trust, cultural understanding, institutional confidence, and disciplined visibility.*

*Strong projects need strong communication. Strong leadership needs credible visibility. Strong partnerships need institutional trust. And trust is built through professional, consistent, and responsible communication.*

## 11. CLOSING STATEMENT

Syed Mudassar Khushnood serves as an International Media Director and Strategic Communications Advisor committed to supporting the global engagement of serious investment groups and institutional leaders. Through his role with Ambra Holdings PTE LTD, Westbury Group of Companies Limited, and BG Titan Global, he focuses on strengthening the Group's government-facing communication, investor confidence, international visibility, and institutional media presence across priority global markets.