

Jem Thomas
B.Eng, M.Litt, M.Phil,
MCIPR
CURRICULUM VITAE

Profile:

Jem Thomas is Albany's Associate Director of Training and Strategy and provides strategic communication and media training and advice for a wide range of clients. He is an energetic, dynamic and highly intelligent executive manager, with advanced organizational skills and leadership qualities. He is supreme communicator, both personally and at a strategic level, possessing acute diplomatic skills and coaching abilities.

Background

With a practical and academic background in media operations and strategic communication, he is experienced in leadership communications, media affairs, public relations, stakeholder engagement, crisis management and training. Within the last few years, his work has taken him all over the world, from Africa to the Middle East, advising, mentoring and training personnel, at all levels, in communications and media relations in private, public and non-governmental organizations (NGOs).

Jem has led media teams all over the world and is highly experienced at creating a media presence, leading PR campaigns, managing the media and both speaking and training others, to speak to the press. He was the Chief Media and Spokesperson for the EU force in Bosnia-Herzegovina, having studied EU politics at Cambridge University. Jem ran the Defence Media Operations Centre (DMOC) and was Chief Instructor, leading and managing a diverse team of twenty responsible for all media and communications training, exercises and doctrinal development across the UK Ministry of Defence. During this time he also spent time as the UK military's Press Director in Basrah, Iraq and Laskah Gar, Afghanistan. In 2008, he left the military to become a consultant in crisis communication and public diplomacy.

Jem has Masters degrees in International Relations and Security Studies from the Universities of Cambridge and St Andrews, as well as a post-graduate Diploma in Public Relations. A member of the Chartered Institute of Public Relations (CIPR), and a consultant, in strategic communications, to the UK government's Civilian Stabilisation Group and to Thomson Reuters.

Currently working on two current FCO projects. One project places two HMG-sponsored communications advisers in the Somali National Government, and the second is Engagement and Communication for Leadership, where we are contracted through Captia in a training programme for FCO staff.

Key Skills:

Crisis Communication, Media and Communication Training, Communication Strategies, Public Diplomacy

Relevant Experience:

- High level communications experience within the EU foreign policy.
- Development and delivery of major Strategic Communication training courses for international diplomats, development practitioners, NGOs and humanitarian workers.
- Crisis communications training as part of crisis response programmes for intergovernmental, governmental and corporate organisations, from the financial sector to energy industries
- Communications and media training for UN humanitarian agencies, including UNHCR and UNICEF
- Communications and media training for national governments, including the UAE and Iraq. This involved work for national Crisis Management Organizations, government ministries, police forces and militaries.

Education:

M.Phil (International Relations), University of Cambridge

- Modules: International Economics, EU Studies, International Security, World Politics
- Dissertation: '*The Politicization of European Union Humanitarian Aid*'

M.Litt (International Security Studies), University of St Andrews

- Dissertation: *'Analysis of Engagement between the EU and the Russian Federation'*

Dip PR, Chartered Institute of Public Relations (CIPR)

- Subjects: PR Theory, Issue Management, Stakeholder Relations, Publics Analysis, Social Media
- Dissertation: *'Soft Power, Diplomacy and Public Relations'*

CURRICULUM VITAE - Guy Gabriel

Name:	Guy Gabriel
Nationality:	British
Contact email address:	guy@albanyassociates.com
Contact phone number:	+44 (0)7515 589213

Educational and other qualifications	
Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
School of Oriental and African Studies, University of London	Masters; Merit: MA Near and Middle East Studies: 2006-07
Staffordshire University:1995-1999	BA Honours degree; 2:1 French and Literature:1995-1999
Haberdashers' Aske's School for Boys, Elstree, Herts.	GCSEs, A Levels: 1987-1994

Countries of work experience: Sudan (inc Darfur), South Sudan, Libya, Tunisia, Syria (Turkey & Geneva) Somalia (Kenya), Ethiopia, USA.

Funders worked for: FCO, US Dept State, UNDP, UNAMID. Not currently working on any FCO funded project.

Language Skills (1 - excellent; 5 - basic):			
Language	Writing	Reading	Speaking
English	1	1	1
Arabic	4	4	2
French	1	1	1
German	3	3	2

Summary of Experience

Educated to Masters level and with a background in media analysis and journalism, Guy is an Associate Director of Albany Associates (www.albanyassociates.com) and works on communications, public information and peacebuilding projects in transitional and developing societies funded by a variety of international donors including the UN and the FCO.

This has recently included producing radio drama for reconciliation and peacebuilding in Darfur, running a communications team in support of the Syrian Opposition at the 2014 UN-sponsored peace talks in Geneva, and consulting on a project which campaigns on the subject of the constitution drafting process in Libya.

Gabriel also advises on media and communications strategies, speech writing and media engagement to high profile projects and personalities. His professional advice and communications have been heard across the world from the UN to Washington to London,

Paris, Brussels, Doha and Istanbul, frequently accompanying the client at the highest levels.

English, French, German and Arabic language skills, experience of working for and with national governments and INGOs, crisis management in conflict zones, familiar with operational systems, bureaucracies and idiosyncrasies the world over. Widely published journalism, advanced editing and copy writing skills.

Relevant Experience (from most recent):

Period (from – to):	Name of activity/project/funding organisation, if applicable:	Job title and activities undertaken/description of actual role performed:
Istanbul, Geneva and Beirut, November 2013 - February 2014	Communications support to the Syrian National Opposition, Foreign and Commonwealth Office, UK	Staff and run the communications team at the Geneva peace talks, including strategic advice, narrative positioning, media handling. Research and relationship building with opposition politicians and officials, mentoring of Syrian counterparts.
Darfur, Sudan: 2013 - ongoing.	Production of Peacebuilding Radio Drama Series, United Nations-African Union Hybrid Mission in Darfur	Manage the production of a weekly radio drama series broadcast across Darfur and Sudan, containing messages of peacebuilding, reconciliation and issues such as gender issues, health, and protection of civilians. Regular reporting, drafting of promotional copy and straplines, development of innovative communications and promotional strategy to engage the grassroots, liaison with the relevant local authorities including local government Ministries and the UN, the client.
Libya, May 2014 - ongoing	Public information campaign, United Nations Development Programme	Consulting on a public information campaign supporting the Libyan constitution drafting process. Drafting and advising on implementation of the communications strategy.
2008 - ongoing	Speechwriting, strategic media advice	Many speeches written (technical composition, speech development interviewing, audience analysis, delivery coaching) for high profile

		personality; associated strategic media advice and handling (print, audio-visual, and social media).
2002-2012	Freelance Journalism	<p>Published journalism in the Middle East, Britain and US. Publications include al Hayat, the National (UAE), Forbes (US), and specialised online fora.</p> <p>Short listed for the International Breakaway Journalist of the Year 2010, part of the International Media Awards held by The International Council for Press and Broadcasting.</p>

SAMER LIBDEH

SUMMARY

- British citizen with over 17 years of political and development & socioeconomic analysis experience in think-tanks, government institutions and media organizations in the US, UK, Europe & Middle East
- Advanced working experience in strategic communications, press coverage, English & Arabic editing and open source media monitoring
- Practical knowledge in campaigning, policy development and policy analysis
- Expertise in planning, project management and performance measurement techniques - delivered in an efficient and timely manner

PROFESSIONAL EXPERIENCE

01/2014 – Date **Albany Associates** London, UK

Senior Associate

Strategic Communications, Training, Research, and Project Management:

- deployed as media advisor to the Syrian National Coalition in Geneva II process,
- project-manage UAE-funded project with Abu Dhabi government,
- conducting training to senior comms personnel in Abu Dhabi Government,
- creating training modules that answer UAE professional staff requirements for capacity building,
- publishing weekly research papers on ISIS and general Middle Eastern political dynamics,

08/2013 – 01/2014 **Foreign & Commonwealth Office** Amman, Jordan

Head of Communications

Strategic Communications, Research, and Project Management:

- managing all strategic communication plans of the embassy in Amman and maintaining regional contacts,
- advising the ambassador/political section on political dynamics of the country,
- analysing social media trends and behavioural responses of political activists,
- dealing with ministerial visits from UK and making sure UK political messages are well published,
- running two local projects under the Arab Partnership programme,

06/2012 – 07/2013 **Henry Jackson Society** London, UK

Senior Research Fellow

Research, Project Management, Policy Analysis and Business Development:

- Writing weekly policy analysis papers and briefings on the rise of Muslim Brotherhood in Arab world, human rights violations, development issues, minorities and democracy and political & economic reform in the Middle East,
- publishing number of op-eds in the Guardian, Daily Telegraph, International Business Times,
- appearing in regional and international media (specifically, commenting on Middle East current affairs and economic trends), including BBC News, Sky News,

Acting as a peer-reviewer for Transparency International Defence and Security Programme (Jordan and Bahrain),

08/2006 – 06/2012 **Center for Liberty in the Middle East** Washington DC, US

Senior Research Fellow

Policy Analysis and Development:

- writing policy analysis papers on democracy and political & economic reform in Jordan, the Middle East, and the impact of US foreign policy on the Middle East,
- publishing a monthly monitor on economic liberalization and democratization developments in the Middle East, as well as the impact of US and EU foreign policy on peace process and political liberalization in the Middle East,

- appearing in regional and international media (specifically, commenting on Middle East current affairs and economic trends),

Campaigning, Advocacy, Projects and Budget Management:

- managing two projects sponsored by the US State Department designed to promote democracy in the Middle East,
- acting as a media adviser and political consultant to candidate Reem Qasem in her successful bid to become a member of the Jordanian Parliament,
- establishing (along with others) the Online Activism Institute, that advocates for liberal activists in the Middle East,
- acting as the main project manager with responsibility for training female candidates running for parliament in Jordan, Bahrain, and Morocco (i.e. the 2007 legislative elections),

2/2010 – 6/2010

Amnesty International

UK

Middle East Press Officer

Campaigning, Advocacy and Communications:

- writing press releases, statements, and web articles in relation to human rights violations in the Middle East,
- liaising with stakeholders in the Middle East, including governmental bodies, human rights activists, as well as media and political reform activists,
- organising interviews with national/international media outlets,
- drafting the media strategy for the Middle East policy team, and
- updating the research team on major human rights and political developments in the Middle East.

08/2005 – 08/2006

The Washington Institute

Washington DC, US

Senior Research Fellow

Research, Policy Analysis and Development:

- drafting research policy papers on Jordan and the Arab-Israeli peace process, and on the impact of US Middle East foreign policy, the War in Iraq, Islamic radicalism, economic liberalization and democracy promotion,
- drafting op-eds that appeared in the regional publications in relation to current affairs trends in the Middle East.
- publishing in depth research and analysis in well-respected publications, including the Yale Journal, the Jerusalem Post, the Jordan Times and the Daily Star (on the middle east peace process and Jordan),
- supervising 2 research assistants and administrative staff,
- researching issues related to refugees' rights, specifically, Palestinian refugees in Jordan and Lebanon, women's rights in the Middle East, Christians rights and press freedoms in Jordan and the Middle East.

Media Commentary:

- media commentator on various TV networks to discuss current affairs issues relating to the middle east,

08/2005 – 08/2006

US Congress

Washington DC, US

Legislative Fellow

Media Advisory:

- researching - and proposing Legislative Bills – relating to political & economic reform in the Middle East,
- carrying out general media assignments for the Congressman (Joseph Crowley),
- writing daily memos on the Arab/Israeli conflict, the war in Iraq, radical Islam and the implications for the US and Europe on the Middle East,
- writing speeches for the Congressman on current affairs issues;
- drafting Appropriations Letters for sponsoring NGOs in Middle East, in addition to collecting US House Representatives approvals,

Research and Legislative Processing:

- researching - and proposing Legislative Bills – relating to democracy and political reform in the Middle East,

- lobbying members of the US Congress,
- advising Congressman Joseph Crowley's campaign team on how to target and obtain support from Arab/Muslim citizens in New York City in 2006, and
- developing a wide range of contacts with political activists working on Human Rights and democracy issues in the Middle East.

02/2003 – 06/2003

MSNBC News

Baghdad, Iraq

Reporter & Field Producer

Press Reporting:

- reporting, editing, and field producing for NBC and MSNBC News on Iraqi-Jordanian borders issues,
- reporting on the front line in Baghdad and other Iraqi cities,

Field Production:

- acting as a key field producer to NBC's correspondents Ron Allen and Mike Taibbi,
- arranging first-time air stories and interviewing new emerging politicians that have arrived in Baghdad during the invasion, and
- interviewing Iraqi political and religious leaders.

02/1998 – 06/2003

Alaswaq Business Daily

Amman, Jordan

Foreign Desk Editor

Press Reporting:

- reporting on political developments in Jordan and the Middle East generally, (including, the Middle East Peace Process),
- working with the editorial team in preparing the daily lay out and production of the paper, writing on a freelance basis for Overseas Journal and the Jerusalem Post,

Media Management:

- recruiting new staff and supervising the workload of the department,
- supervising a team of 4 reporters, a layout team (IT and graphic design), and 3 administrative staff in the newspaper,
- establishing a wide range of contacts among Human Rights NGOs in the Middle East and Washington DC, such as the European Foundation for Democracy, the Brookings Institute, the Foundation for Defense of Democracies, the Ibn Khaldoun Center - through my work connections, attending conferences, and joint projects.

TRAINING, CONFERENCES & PUBLICATIONS

- 1998, The EU Jemstone and Radio Netherlands Advanced Journalism Course
 - Alaswaq Business Daily Newspaper (Jordan)
 - Op-Eds at the Guardian (UK)
 - Op-Eds at the Daily Telegraph (UK)
 - Op-Eds at the International Business Times (UK)
 - Op-Eds at the Jerusalem Post (Israel)
 - Op-Eds at the Times of Israel (Israel)
 - Al-Oula Newspaper (Tunisia)
 - Op-Eds at Alrai Daily Newspaper (Jordan)
 - Op-Eds at the Jordan Times
 - Policy paper at Overseas Journal (British Foreign Office)
 - Arab Knowledge Management Society (AKMS) Newsletter
 - Global Voice Newspaper (Radio Netherlands)

- ROTARY INTERNATIONAL NEWSLETTER
- Policy papers at The Washington Institute for Near East Policy
- Research paper at The Politic Journal, Yale University

July 2008 – Attended a series of seminars at the Leadership Institute, Washington DC.

December 2007 – Speaking at the conference “Democracy Promotion, the European Way” – organized at the European Parliament by the Alliance of Liberals and Democrats for Europe.

January 2006 Panel member at the Jewish Federation of Palm Beach County – ‘Islam’s Global Impact’ conference.

August – November 2005 Attended university lectures: Congress and Foreign Policy, Johns Hopkins School for Advanced International Studies (SAIS).

September 2005 American Political Science Association Annual Conference, Washington DC.

September 2005 Weinberg founders Washington Institute for Near East Policy Conference.

December 2004 Presented a paper at the New Media in the Middle East Conference, Ben-Gurion University – entitled 'Arab Media: Security Watchdogs or a Mere Lack of Professionalism Standards'.

EDUCATION

2008	University of Bradford	UK
	<i>MA in International Politics and Security Studies</i>	
2009	State University of New York – Center for Int. Development	US
	<i>Certificate in Policy Analysis</i>	
2008	Yale University	US
	<i>Certificate in Political Campaigning</i>	
2003	University of the Middle East Project	
	Universidad de Castilla La Mancha	Spain
	<i>Certificate in Governance, Public Policy and Civil Society</i>	
1992-1996	University of Jordan	Jordan
	<i>BA, Psychology</i>	

AWARDS

- 2005/6. US State Department Visiting Fulbright Scholar.
- American Political Science Association Congressional Fellowship Program
- Authoring “The Historical Dictionary of Jordan”, Scarecrow Press, forthcoming.

INTERESTS & ACTIVITIES

- Reading, writing, Jazz music & swimming