

Project Team

Hiwa Osman – Lead Consultant / Mentor

Osman was previously the Iraq Country Director for the Institute for War and Peace Reporting (IWPR), media advisor to Iraqi President Jalal Talabani and also worked as a writer and producer with BBC News. He has provided strategic communications consultancy to a wide number of Arab governments and organisations and runs the blog Thoughts from Iraq. He publishes a weekly column in Arabic in the respected Baghdad-based newspaper Alaalem. In 2012, Hiwa Osman won the Outstanding Contribution to New Media Award at the International Media Awards in London. Hiwa brings extensive media experience working in conflict environments and as a trusted media advisor to members of government. He is able to generate extremely good working relationships with senior figures. He has extensive experience working with teams of mixed abilities to produce high quality media content and products that engage with the relevant population.

October 2011 – May 2013 Rudaw Media Network, Media Advisor, Erbil

- Advised the Rudaw Media Network team on setting up a news network that includes a satellite TV, a radio and a digital media portal in addition to their existing weekly newspaper.

June 2008 – October 2011 The Institute for War & Peace Reporting (IWPR), Senior Media Advisor - Iraq

- Predominant focus on covering internal election cycles, training Iraqi journalists and producing a publication called Metro that aimed at educating and informing the voters. Designed and led the implementation of the media aspect of IWPR's programmes concerned with media development, women's media, safety and protection of journalists; and human rights reporting.

June 2005 – June 2008 Office of President Jalal Talabani, Media Advisor, Baghdad

- Worked closely with President Jalal Talabani, advising him on media affairs; supervising his media operation; speechwriting; accompanying him on international trips; preparing his media programme during the visit; preparing updates on meetings and activities for dissemination into the news cycle.

August 2003 – June 2005 The Institute for War & Peace Reporting, Editorial and Training Director - Iraq

- Established the IWPR operations in Baghdad and Kurdistan and set up the training and editorial teams throughout Iraq in addition to providing guidance and leadership on special projects that IWPR implemented.

November 1999 – June 2003 BBC World Service, Sub-editor / Writer / Reporter / Producer - UK

- Worked at the various departments of the BBC in various capacities that ranged from editing, writing, reporting and producing..

Education & Training

Train-the-Trainer in Journalism; On-line Journalism; Human Rights Law; Libel Law for

Journalists; Hostile Environment Course; First Aid and many other media related courses

South Bank University, London. Completed 3 of 4 years part-time LLB course.

University of Wales, College of Cardiff. Bachelor of civil engineering, 1996.

Awards

Outstanding Contribution to New Media Award 2012 By the International Council for Press and Broadcasting of the Next Century Foundation – London

Harry Wynne-Williams

A veteran campaign director and strategist specialising in challenging environments around the world. As co-founder of Accadian he draws on his varied experience as a Director of BP Public Advocacy, army officer, journalist and media communications consultant. His experience includes an operational tour in Iraq conducting Information Operations with the British Army, seven years of conducting strategic communications campaigns countering violent extremism and promoting democratic behaviours in Iraq, the wider Middle East and South Asia with Bell Pottinger Public Advocacy. In a further 18 months with Accadian, his project leadership has included Project VERONA for Syria and directing a large scale, sustained lobbying and mass communications influence campaign promoting universal education for DFID in Pakistan. Harry will lead the development of the media strategy and its application into communications matrices, channels and content.

June 2012 – Present Strategic Communications Consultant & Co-Director, Accadian Ltd

- Experience designing, implementing and evaluating strategic communications campaigns in complex environments to support stabilisation, democratic transition and positive social change.

Technical Director, Transforming Education in Pakistan (TEP) project for DFID Pakistan

- Joint Technical Director for a £20 million advocacy and influence campaign to mobilise demand and galvanise political will for universal education in Pakistan.

Specific responsibilities include:

- Delegated responsibility for the technical delivery of the TEP programme including devising and implementing campaign strategy for the Alif Ailaan campaign, overseeing operations and maintaining quality control.
- Management and oversight of the campaign director, campaign managers and wider team to ensure the quality of their input and the coherence of activities with the campaign objectives, while supporting skills development.
- Liaison with and reporting to DFID on all technical aspects and requirements of programme delivery, including risk management.
- Technical delivery of monthly, quarterly and annual reports to DFID.
- Managing relations and collaborations with programme partners drawn from the media, NGO, CSO sectors, building capacity where applicable.
- Due diligence and management of specialist and local suppliers supporting campaign delivery, building capacity where applicable.

- Ensuring effective monitoring and, where required, adjustment of campaign activities and outputs in line with the logframe.

2006 – 2012 Strategic Communications Consultant, Bell Pottinger Public Advocacy

- Experience designing, implementing and evaluating strategic communications campaigns in complex environments to support stabilisation, democratic transition and positive social change.

2004 – 2005 Media & Information Operations Officer, Welsh Guards – Maysan Province, Iraq.

- International and local media relations during operational tour

1998 – 2004 Journalist

- Widespread freelance reporting experience, including from Iraq

1999 – 2001 Co-Founder, Williams Digital Media Ltd

- Director of full service digital media agency

1994 – 1998 Army Officer, Welsh Guards

- Operational experience included Northern Ireland and media communications

Nicola Kelly – Media Advisor

Nicola is currently working alongside the FCO NC Communications Advisor to develop a media strategy for the NC. She will spend 75 percent of her time working with the SMC Media Office to maximise strategic, functional and training synergies between the two operations. Nicola has extensive media handling experience. Her particular strengths are timely and effective advice on handling breaking news and spotting and mitigating reputational risks. She has previously advised the UK Foreign Secretary on the outcome of various rounds of negotiations on the Syria arms embargo in Brussels and briefed him for press conferences, doorsteps and interviews on issues related to Syria and Libya. As one of the FCO's Rapid Deployment press leads, she managed the communications for a variety of consular crises in Europe, most notably in Annecy in September 2012.

Since joining ARK, Nicola has worked across a range of Strategic Communications and political communications projects. She has developed a strong working relationship with the National Coalition Media Office, providing media handling advice in the wake of the Ghouta attack and drafting the initial stages of the NC overarching media strategy. She will also be responsible for the initial structuring and capacity building of the Media Unit.

July 2013 – Present Media Advisor, ARK FZC, Istanbul

- Provide media handling advice to the National Coalition's Media Office
- Currently supporting the FCO Communications Mentor to draft a media strategy. Due to spend October 2013 as an embed in the NC Media Office
- Project managing a series of three FCO-funded Media and Communications workshops to professionalise the media outputs of the NC and other opposition political entities

- Devised and implemented a media awareness training programme for the Aleppo Free Police Service

November 2010 – July 2013 Deputy Spokesperson, UK Permanent Representation to the EU, Brussels

- Represented the EU foreign affairs, development and defence communications brief on behalf of HMG
- Provided proactive and reactive media handling advice to the Foreign Secretary, Permanent Representative, PSC Ambassador and senior policy officials
- Provided authoritative briefing for high-profile journalists on and off-the-record
- Produced a range of materials to build media interest, including press statements, articles and blog posts
- Oversaw and managed communications for a range of consular crises across Europe
- Acted as 'Media Liaison Officer' with responsibility for 55 EU journalists at the G8 Conference, June 2013

June – July 2012 Secondment to Prime Minister's Press Office, Downing Street, London

- Prepared scripts for the Prime Minister's Spokesperson for twice-daily media briefings
- Drafted quotes from the Prime Minister on a range of foreign policy issues

March – October 2010 Strategic Campaigns Officer, Foreign & Commonwealth Office, London

- Advocacy and campaigning lead for the Middle East region
- Project managed a video campaign to expose human rights abuses against women in Iran, working closely with a wide range of NGOs

September 2008 – March 2010 Account Executive, Public Affairs Department, Weber Shandwick, London

- Clients included Orange, Nokia and McDonald's

Tertiary Education

University of Exeter, BA Honours English and French with a 2:1 classification

Dr. Milad Kawas Cale – New Media/Digital Advisor

Until the outbreak of the revolution, Milad was a medical doctor working inside Syria. He left the country in August 2012 to avoid imminent arrest for his online activist activities. Milad is also known as AnonymousSyria and is a well-established Syrian blogger and activist on Twitter, who created his anonymous twitter account nearly 2 months before the Syrian Uprising began. He has an extensive audience on Twitter with more than 19,800 followers viewing his information daily since the start of the crackdown on

protesters. Milad has excellent experience in setting up online forums and moderating discussions, and ran a number of them while working as a doctor in Syria. Milad as an activist was published by Huffington Post, quoted by The Guardian and interviewed by multiple news channels and radio stations regarding Syria. He will use his extensive new media experience to ensure that the SMC/FSA are operating at the same level as individual media opposition activists, extremist groups and the regime.

Dec 2012 – present ARK Database and Digital Media Monitoring

- Social media monitoring and providing aggregated information about key events of interest.
- Streamlining the process of generating reports, charts, maps and other statistics from the database.
- Building and developing a comprehensive database that contains information of beneficiaries, courses and equipment.
- Enable remote access to the database while retaining its security.

Dec 2008 – Present Lead Developer - Insomnia

- Lead developer for social network Insomnia.gr, the biggest technological website in Greece.

Jul 2006 - Present Website administrator and Technical Support – Syrian American Medical Society

- Co-administrator with Dr. Bassel Atassi
- Technical support
- Designer and programmer of the main page.

Aleppo, Syrian Arab Republic

Feb 2005 – Present Founder – syrianmeds.net

- Website founder and current administrator

Additional skills - Web programming expert

Advanced experience in PHP (procedural and OOP), MySQL, Java script, XHTML and CSS. Advanced knowledge of vBulletin and IPB, and knowledge in Wordpress.

Sima Diab – Media Advisor

Sima is an experienced media communications consultant with a particular specialism in strategic communications for conflict zones. A Syrian national with dual US citizenship, she helped establish the Iraqi Media Network in 2004. With Bates Pan Gulf in Dubai she produced an unprecedented scope and volume of media communications campaigns and products for the IOTF project in Iraq. Sima has been based in Cairo working as an independent advocate for the 300,000+ Syrian diaspora in Egypt, funded by UNHCR. She has continued to closely follow and comment on Syrian affairs. Her blog has over 5000 followers and around 6000 people, including leading journalists, follow her Twitter account. As Media Advisor she would leverage this experience and her agency training to manage and develop the Media Office’s outputs and relations with regional and international media.

October 2011 – Present Independent Advocate & Strategist, Cairo, Egypt

Working with Syrian refugee and migrant community in Egypt, providing assistance and advocacy. Part of a network of activists inside and outside Syria providing humanitarian aid and communications equipment to opposition movements on the ground.

July 2005 – June 2007 Account Director/Project Manager, Bates Pangulf, LLC, Dubai, U.A.E.

A mid-management position for political account in a multinational advertising agency, part of the worldwide WPP network.

- Headed a large political account with annual media spend of above \$50M per year
- Worked with international counter terrorism strategists, psychologists and sociologists in developing communication strategy and translating into creative product development for consumption in the Iraq market
- Lead creative content development from inception through post production, follow through to final delivery of material for broadcast on television stations for both Pan Arab and local Iraqi stations
- Contributed to growing account from a 7 person team located in two offices into a four office team, leading 30 individuals across four time zones

October 2004 – April 2005 Assistant Manager/Production Manager, Central Region- Contractor Iraqi Media Network/AI-Fawares, Baghdad, Iraq

Built contract, managed and trained local talent to create a public service broadcast network comprising of television, radio and newspaper across Iraq.

- Managed and Coordinated all Local and International Training
- Implemented content and programming
- Conversational translation and liaison with US counterparts and representatives from the Iraqi Media Network
- Monitored regional media to determine public views and asses strategies accordingly

2004 – 2005 Media Strategist and Consultant Saatchi & Saatchi Baghdad, Iraq / Beirut, LB

A large advertising agency based in Beirut with international affiliates

- Planning and buying of outdoor, radio, television and print advertising for political account, media spend of over \$30M per year
- Created local and regional media plans and media rollout
- Research & Analysis of Local and Regional Media and political advertising campaigns including PSAs in the Middle East
- Create General Media tactics for advertising and public relations materials in Iraq, assisting US Government contract

**2003 – 2004 Regional Project Manager Apptek, Inc./HI Magazine
Washington, D.C./Beirut, LB**

U.S. - based Apptek, Inc tasked to promote and advertise a bi-lingual Arabic/English language U.S. publication throughout the Middle East.

EDUCATION:

**2002 B.A. Communications Technology, Minor English Literature University of
Texas at Arlington**

**Winner 2012 UNHCR Refugee Prize for Outstanding Support to a Refugee
Community in Egypt**