

# United Arab Emirates Jobs Expertini®

## Director, Strategy at Government Relations Firm for Fintech, Virtual Assets, and AI Multinationals

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Company: The MENA Catalysts, Inc.

Location: , , United Arab Emirates

Category: other-general

### Context

The MENA Catalysts in Dubai aims to build a team of “world-class athletes” at all levels and that includes a director in go-to-market strategy, practice development, and ally-building in the “halls of power”. This is not a public relations role, but it is stunningly high profile. We are seeking an ambitious, calm, focused full-time director of strategy in-person in Dubai to undertake the following core responsibilities:

### Key Responsibilities

Marketing - Co-author and help implement firm’s go-to-market strategy

### Strategy Formation:

Strategize and execute marketing go to market plans

Develop and execute a systematic, organized business development strategy to scale sales growth, drive lead generation, and manage the leadgen pipeline

Produce business development proposals, for example market entry strategy to a fintech or crypto multinationals

Drive B2B Content Creation — that leverage firm's expertise — in arresting, engaging style that drives client engagement to The MENA Catalysts.

Drive implementation day-to-day for 1-2 elite projects at a time

Lead delivery of Gulf government relations strategy projects for brand-name fintechs, crypto, and AI multinationals.

Translate client priorities to work scope, division of roles, project budgeting and project governance to delegate internally:

TMC - full-time analyst, 1-2 junior staff

Subject matter experts

Formulate and test hypotheses; storyboard, and create nuanced, actionable market entry strategy for clients expanding, primarily in the Gulf. In some cases, you will be asked to travel. (approximately ten percent of year)

Conduct final review, ensuring projects are delivered on time and to the highest standards

### III. Management

Work closely with senior management to build the The MENA Catalysts

Strategy: Articulate corporate business planning-related priorities:

Drive sector and competitor analysis including tracking government relations licensing trends, tracking competitor services, performance and developments.

Knowledge Management: Building MVP for firm's internal knowledge management, currently residing in Google Docs, Google Slides and PDFs.

General Operations Management: Partner on high priority workstreams including business

pipeline, periodic employer branding, on range of business priorities. Managing upwards to company leadership — Escalate smartly. Align with the CEO, providing him project tracking to ensure that milestones and goals are being met.

## Essentials

Strong team-player — and high emotional intelligence

Studied Strategy and Management, Exposure in Computer Science

Highly developed proficiency in Google Docs, Google Sheets, and ChatGPT

Demonstrated interest in self-development

Passionate about the global start-up ecosystem, video gaming, fintech and AI

Interest in the synergy between technology, finance, and problem solving

Experience across the public, private and social sectors, including startups, small businesses, consultancy firms, government, and venture capital

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