

Maha Abouelenein

CEO AND FOUNDER OF DIGITAL & SAVVY

Entrepreneur • Author • Speaker • Host of Savvy Talk Podcast



Maha Abouelenein is a renowned communication expert and visionary entrepreneur with more than three decades of experience. As the CEO and Founder of "Digital and Savvy," a global communication consulting firm, Maha has been instrumental in orchestrating transformations in communication strategies for clients that includes global corporate giants, high-growth startups, sports organizations, top governments, and high-net-worth individuals.

With a reputation for delivering results, Maha possesses a unique blend of creative, strategic, and analytical prowess, enabling her to guide projects from inception to execution. Maha is about relationships - building, nurturing, and serving them. She is an advocate of value creation and the pursuit of cultural relevance as the cornerstones of effective storytelling and communications. In 2023, her commitment led to her appointment to the Global Board of Directors for The Associated Press.

Maha's client roster includes serial entrepreneur Gary Vaynerchuk, Matt Higgins, Jim Kwik, the NBA Players Association Foundation, and VeeFriends. She built the global communications operations for large-scale events, including VeeCon and various sports events. The company has served Saudi-based Telfaz11, Tracer, The Dubai Future Foundation, Coca-Cola, Deepak Chopra, Karen Wazen, and the World Of Women in special assignments. Maha has also consulted for Target, Visa, McDonald's, General Motors and other US multinationals. Her extensive experience includes advanced Public Affairs work, where she served as an external advisor to three Under Secretaries of Public Diplomacy for the U.S. State Department, and as the International Communications Advisor for the Prime Minister of Egypt. Maha also assumed the role of Communications Advisor for the Minister of Tourism in Egypt, playing a pivotal role in promoting the country's tourism industry.

In addition, Maha previously served as Head of Global Communications and Public Policy for Google based in Dubai. She ran communications for tech giants Careem (Uber Middle East) and Netflix in the Middle East. She has served as the Managing Director of the global PR powerhouse WeberShandwick, overseeing their 19 offices in the Middle East. Furthermore, Maha's tenure as Director of Communications for Orascom Telecom in Egypt was marked by her remarkable contributions to launching 14 mobile networks across the Middle East and Africa, as well as supporting the largest IPO and acquisition in the history of Egypt.

Before returning to the United States, Maha made significant contributions to the Fortune 500 food giant General Mills, where her work earned her two Chairman's awards. During her tenure, she spearheaded sports marketing programs and forged strategic partnerships for prestigious events such as the Olympics, NASCAR, ATP Tennis, PGA Golf, and the NFL.

A sought-after expert and speaker, Maha takes the stage to share her expertise on personal branding, reputation management, modern communications and transformational power of storytelling. In 2023, she was honored as one of the most influential women in Dubai, a testament to her impact in the field of communication.

Maha is the host of the [Savvy Talk Podcast](#), where she engages in thought-provoking conversations with industry leaders. Maha is an author and her first book, "7 Rules of Self-Reliance", is coming out in October of 2024.