

Mohamed Yousef Joins the Strategic Council of the Middle East Public Relations Association

RIYADH , SAUDI ARABIA, September 15, 2026 /EINPresswire.com/ -- The Middle East Public Relations Association ([MEPRA](#)), the region's leading organization for public relations and communications professionals, has announced the appointment of Mohamed Yousef, Managing Director for Strategy at [Jummar PR & Communications](#), to the Association's Strategic Council.

Yousef brings more than 20 years of experience in strategic communications, corporate reputation management, public relations, and executive advisory, having worked with leading corporations, government entities, and investment groups in Saudi Arabia and across the region.

In his current role, Yousef advises clients on strategic communications, corporate positioning and reputation, stakeholder engagement and management, crisis communications, and thought leadership. Throughout his career, he has also held senior leadership positions in corporate communications at a number of companies and organizations, including ACWA, Ketchum Raad, TRACCS, Memac Ogilvy, and ASDAA BCW.

Yousef has played a leading role in several prominent communications initiatives and projects, including communications programs supporting ACWA's listing on the Saudi Stock Exchange, the launch of major water desalination and renewable energy projects in Saudi Arabia and the GCC, as well as internal communications initiatives, government conferences, executive positioning programs, and corporate reputation campaigns.

Founded in 2001 as a non-profit organization, MEPRA brings together a distinguished community of public relations and communications professionals across the region, seeking to establish high standards for the public relations and communications industry in the Middle East



Mohamed Yousef

and raise awareness of the sector's role in building institutional reputation through knowledge sharing, thought leadership, and professional development.

Yousef holds a Bachelor's degree in English Literature from Ain Shams University, and has also completed a number of executive and professional programs in sustainability, the circular economy, design thinking, and leadership development.

Ayman Hassan

Jummar PR

[email us here](#)

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