



Shafaat Khan

Contact

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Location:

Sydney, Australia

Key Hard Skills

Contract Negotiating

Project Management

Budgeting

Public Relations

Profile Statement

A results-driven professional with over 25 years of expertise in project management, contract negotiation, and international operations. Known for leading large-scale media ventures across the Middle East, Europe, and South Asia. Demonstrates exceptional skills in strategic planning, organizational structuring, and stakeholder engagement, with a strong focus on driving innovation and delivering impactful, sustainable business outcomes globally.

Work History

Sep 2016
- Present

Managing Director

Marks & Trends Ltd. (Australia)

- **Narrative Shaping & Brand Strategy:** Crafting compelling narratives and strategic communication plans to enhance the brand image of governments and international corporations, fostering stakeholder engagement and positive public perception.
- **Project Launch & International Partnerships:** Managing multi-million dollar international media projects, including the launch of television channels, digital portals, and partnerships with news agencies across the Middle East, South Asia, and Far East.
- **Government & Diplomatic Media Initiatives:** Facilitating coordination between government ministries and international news agencies to ensure balanced media coverage and strengthen diplomatic ties.
- **Media Licensing & Brand Expansion:** Securing licensing agreements for international media brands, enabling their strategic expansion across diverse regional markets.
- **Contract Negotiation & Strategic Alliances:** Establishing high-value partnerships, such as collaboration with a European news channel, to enhance Bahrain's reputation as a hub for free speech and international media excellence.

Apr 2007-
May 2016

Director of International Operations

Al Jazeera Media Network, Qatar

- **Led Global Bureau Operations:** Managed administrative functions across 50 international bureaus, surpassing performance goals with a lean and highly efficient team.

Key Personal Attributes

Effective Communication

Strategic Problem Solving

Decisive Action

Workplace Relations

Visionary Leadership

Initiative Driven

Languages

English

Urdu

Hindi- Basic

Arabic- Basic

- **Achieved Strategic Stakeholder Engagement:** Served as a key Board Member, fostering strong relationships with internal and external stakeholders to drive growth and innovation.

- **Headed Complex Contract Negotiations:** Personally negotiated and supervised high-value international agreements with vendors and suppliers, securing favourable terms.

- **Implemented Corporate Compliance Initiatives:** Ensured strict adherence to corporate policies and procedures across all operational functions.

- **Achieved Talent Development Excellence:** Developed and implemented training programs, boosting employee skills and productivity while delivering tasks accurately and ahead of deadlines.

Mar 2005-
Apr 2007

Director Media Development

Al Aan Television, Dubai

- **Led and executed** the TV channel launch from concept to 'Go-Live,' managing project execution, technical setup, and content strategy.

- **Implemented and managed** training programs, developing fresh talent to ensure high performance standards.

- **Headed and administered** operations, ensuring two years of successful and seamless business performance.

- **Negotiated and implemented** high-value contracts with international vendors and suppliers to optimize operational efficiency and cost management.

Feb 2005-
Mar 2002

Head of Foreign Relations

MBC Group, Dubai

- **Managed and strengthened** bilateral relations with international media organizations and foreign governments, fostering positive partnerships.

- **Successfully negotiated and resolved** high-value contracts with international companies and suppliers.

- **Implemented in-house training programs**, enhancing staff capabilities for improved performance.

- **Led contract negotiations and conflict resolution**, achieving mutually beneficial outcomes.

Education

- **Bachelor of Law:** Specializing in Contracts and Statutes.
- **Bachelor of Commerce & Business Management:** Focused on business strategy and management principles.
- **Post-Graduation:** In Public Relations, Mass Communication & Journalism, with an emphasis on media relations and strategic communication.

Certifications

- Project Management
- War Zone Security Management
- Hostile Environment & Emergency First Aid
- Trauma Management

Memberships

- News Xchange, European Broadcasting Union, Geneva
- Arab Broadcasters Forum, UAE
- International Media Summit, Qatar
- Joint Secretary General, Pakistan Council of Foreign Relations

Achievements

- Top performing 'Head of Operations' at Vision Asia overseeing operations in Australia & New Zealand.
- 'Manager of the Year' – Al Jazeera Media Network.
- Head of Communications, World Peace Games
- Award winning Producer, Sydney 2000 Olympic Games.
- Raised over \$40 million as a Project Manager for Saudi Network, MBC Group.

