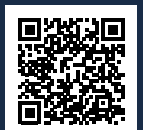




MEMBER SPOTLIGHT

Edelman

Mar 2025





Key Facts

In 1952, Dan Edelman planted the seed for a new kind of company that would redefine the role of public relations. Seventy years later, **Edelman continues to push the boundaries of what PR can do.**

Introduction

Edelman is a global communications firm that partners with businesses and organizations to evolve, promote and protect their brands and reputations. With 6,000 employees across over 60 offices, Edelman develops communication strategies that build client confidence and stakeholder trust.

Edelman's footprint in the Middle East is significant, with wholly owned offices in Abu Dhabi, Dubai, and Riyadh, alongside a network of affiliates across the region. This global presence enables Edelman to deliver tailored strategies that resonate across diverse markets.

Since its founding in 1952, Edelman has remained an independent, family-run business.

Edelman remains the only international communications firm with its regional headquarters in Abu Dhabi.

Edelman is deeply committed to the U.A.E. and opened its first office in 2008. In 2022, the firm appointed H.E. Tariq Bin Hendi as chairman to provide strategic council to Edelman clients and leadership. In 2024, the business signed an MoU with the Abu Dhabi Businesswomen Council to support Emirati female entrepreneurs, as well as an MoU with the Dubai Businesswomen Council to advance women's participation in the workplace. Additionally, Edelman signed the Emirati Media Talent Pledge, an initiative led by the Dubai Media Council, aimed at fostering the development and inclusion of Emiratis within the media industry.

Edelman Middle East's standout work in the last year alone has spanned spearheading strategic communications and media relations at COP28, supporting DP World's "Move to Minus 15" campaign, which aimed to position the global logistics giant as a leader in sustainability and carbon reduction within the supply chain and logistics industry, to launching the annual Trust Barometer highlighting the UAE's focus on innovation resulting in high levels of trust across institutions.

Edelman **pioneered** the first media tour, applied **PR to consumer brand building**, created the **first corporate citizenship program**, and established **a presence on the Web.**

Edelman is the world's largest public relations firm, **with 6,000 communications experts located in over 60 cities worldwide.**

(making us simultaneously local and global)

The firm boasts an array of accolades, including PRWeek's Agency Dynasty of the Past 25 Years and Global Agency of the Year (2023) and Cannes Lions Independent Agency of the Year for the Good Track (2024 & 2022). Recognized as a standout agency by AdAge (2023) and honored with multiple Cannes Lions, including Titanium, Grand Prix and seven Gold Lions since 2021, **Edelman consistently sets the industry standard.**

Leadership

H.E. Dr. Tariq Bin Hendi

Edelman Middle East Chairman

Omar Qirem

CEO, Edelman Middle East

David Kingsmill-Moore

Managing Director, U.A.E., Edelman Middle East

Nidaa Lone

Head of Abu Dhabi, Edelman Middle East

Simon Hailes

Managing Director, Head of Edelman Smithfield Middle East

Contact

Edelman Abu Dhabi

701, Tower 4, Twofour54, Yas Creative Hub - Abu Dhabi

T: 02 234 4718

Edelman Dubai

One JLT Tower, Level 7, Office 701 - Dubai

T: 04 568 2540

Website

Learn more about Edelman

www.edelman.ae



2025 Edelman Trust Barometer

To read the 2025 Edelman Trust Barometer, please see here:

www.edelman.ae/trust/2025/trust-barometer





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