

George Ajjan is an international PR and crisis management professional who has advised heads of state, ministers, elected officials, diplomats, HNWI and other high-profile figures all around the world.

Over the past 20 years, Mr. Ajjan has aided leaders in some two dozen countries across five continents. A veteran of countless scathing public relations battles, he champions a disciplined approach to messaging based upon simplified and highly focused narratives. Whether fending off hostile media in order to limit reputational risk in a crisis, introducing an emerging leader to the wider world in a charm offensive, or building a campaign plan to grasp the reigns of power, he relies on fully integrated strategies that adapt to the peculiarities of the local terrain while simultaneously facilitating international exposure.

Additionally, Mr. Ajjan's political analyses have been sought out by some of the world's top media. He has been cited in the *Washington Post*, the *Wall Street Journal*, *Newsweek*, the *LA Times*, the *Guardian*, the *Independent*, and the *New Yorker*, among others, while networks as diverse as CNN, the BBC, France 24, CNBC, Sky News, RT, CGTN, Fox News, and al-Jazeera have benefited from his insights on American political dynamics and vital international issues.



He began his political career in the US, counseling office-holders on all aspects of research, media, and campaign operations, starting with his own congressional run in 2004. Mr. Ajjan then expanded the practice to the global arena, having deployed to provide bespoke advice to clients across Europe, the Middle East, Australia, and Africa, in concert with a world-class network of pollsters, lobbyists, and fundraisers.

Born and raised in New Jersey, he received a Bachelor's degree from The Johns Hopkins University. Following a successful career at Procter & Gamble, he earned an MBA from the London Business School in 2003.