



Senior Vice President, EMEA CEO, H+K Africa

Sconaid has spent over 25 years working in international communications across the UK, Russia, Poland, South East Europe, India, Middle East, Turkey and Africa.

Sconaid joined H+K in 2008, initially as COO of H+K Middle East and Turkey, before taking responsibility as CEO for the wider region including Middle East, India, Turkey and Africa. In 2016, Sconaid took on wider EMEA responsibilities as well as continuing the growth of H+K's African operations.

Sconaid has extensive experience of managing integrated corporate communications including devising cross border corporate reputation programmes, tailored to the local sensitivities of specific markets. In addition to her corporate leadership responsibilities, she has also served as a senior client leader on multiple accounts, including dnata, Emirates, Mubadala Aerospace, MasterCard, Intel, Dubai World Trade Centre, Etihad Rail, GAFI (Egypt's investment authority), Egypt Economic Development Conference, Coca-Cola and P&G.

Sconaid is a Business Studies graduate, majoring in marketing and market research. Sconaid was Chair of the Middle East PR Association (MEPRA) in 2012 & 2013 and a Regional Director for Injaz Al-Arab.