**Sham Karim**

**Short bio**

Sham is a multilingual marketing expert who brings over 16 years of industry experience to her current role as Head of Marketing and Communications at Dubai Carbon. Her responsibilities include overseeing the brand’s entire gamut of communications while also assisting external partners with their marketing goals.

**Long form bio**

A multilingual marketing expert, Sham brings over 16 years of industry experience across sales, marketing and scientific research to role as Head of Marketing and Communications at Dubai Carbon. Her responsibilities include overseeing the brand’s entire gamut of communications while also assisting external partners with their marketing goals.

Sham’s expertise areas include brand messaging, positioning, tactical campaigns, public policy, sales force effectiveness and public relations.

Her industry track record includes assisting multi-million pound brands initiate marketing strategies to increase sales and revenue. Her work has also encompassed the startup sector, where she has helped nascent businesses restructure their marketing functions to deliver growth.

Her marketing skills are bolstered by a through grounding in molecular biology and the scientific method. Post her graduation from the University College London, she was offered a scholarship by global pharmaceutical giant GlaxoSmithKline to complete a PhD in Molecular Retrovirology.

Sham has since continued to pursue professional learning and development opportunities. She holds certifications in economic evaluation in healthcare, emotional intelligence, negotiation skills, health economics and leadership skills from institutes around the world.

Her unique combination of formal scientific training, technical nous and a flair for marketing makes Sham ideally suited to helping Dubai Carbon formulate and communicate its messages.

Outside of work, Shams is an amateur artist who paints, draws and scribbles every chance she gets. She is also very fond of dancing, and has studied multiple dance forms.