**Josiane Sadaka**

Josiane Sadaka brings fifteen plus years of experience to her role as Brand Manager for Dubai Carbon – where she is responsible for improving brand awareness and propagating the brand’s values. With a Master’s degree in Marketing and Communication, she specialises in brand strategising and client relationship management.

She plays a key role in managing client interaction and boosting business relationships, and is an expert on client retention and business development. She is also tasked with establishing a coherent brand strategy across all Dubai Carbon’s departments and activities.

Her role requires her to be exceptionally informed about Dubai Carbon’s products and services as a green economy enabler. She uses that insight to ensure consistency in positioning across all operations. Other areas of expertise include brand foundation and strategy, upgrading brand impact and developing brand management tools.

Her industry track record has seen her serve as brand custodian and marketing strategist for brands such as the UAE State of Energy Report, Nokia, Yas Island and the Guinness World Record MEA.

Josiane holds a Master’s degree in Marketing and Communications. She is also a member of professional bodies such as the International Society of Typographic Designers, London. Her commitment to continued professional development has seen her attend leadership and management training, and IDEO workshops on business design, innovation and customer insights.

When not at work, Josiane is busy parenting two boys, renewing her love of surfing and the ocean, reading, or making plans to travel the entire world.