

CHARLENE RENNIT

PROJECT MANAGEMENT | STRATEGIC PARTNERSHIPS | BUSINESS DEVELOPMENT | COMMUNICATIONS

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EXECUTIVE PROFILE

International Project Manager and communications professional with 15+ years of experience delivering complex, high-profile initiatives across Europe and the Middle East. My expertise spans project management, AI & tech business development, strategic partnerships, large-scale events, stakeholder engagement and cultural diplomacy, supported by extensive experience working across corporate, government and institutional environments and deep familiarity with the GCC business environment.

A natural connector, I bring people, organizations and ideas together through clear strategy, strong relationships and disciplined delivery. Motherhood in 2024 further strengthened my resilience, adaptability and people-centered leadership.

Recognized for navigating complex, cross-cultural environments with precision and diplomacy, I focus on creating lasting business, organizational, cultural and human impact.

CORE EXPERTISE

- International project strategy, planning & delivery
- Strategic partnerships & stakeholder engagement
- Business development, market entry & client relationships
- Executive, institutional & cross-cultural communications
- Programme coordination & strategy-to-execution
- AI & technology business development
- GCC market development & international representation
- Cultural diplomacy & public affairs
- Senior stakeholder & VIP engagement
- Large-scale events, exhibitions & special projects

PROFESSIONAL EXPERIENCE

Assistant Project Manager | HQ Worldwide Shows (HQWS) - Freelance

Sep 2025 - Dec 2025 | Abu Dhabi, UAE

Supported the delivery of high-profile projects in Abu Dhabi, working across project coordination, stakeholder requirements and fast-moving production workstreams.

- Selected projects: PALT for Global Food Week, DRIFTx and the Zayed National Museum opening.
- Coordinated across internal teams, external partners and project requirements to support reliable delivery in complex, high-visibility environments.

Director of Business Development | Emirates Specialized Group / Emirates Artificial Intelligence

Dec 2016 - 2019 | Abu Dhabi, UAE

Led business development across a diversified group including ESTA, ESCO, Emirates AI Technologies and AI Lab QERA, driving market development, strategic partnerships, new-business initiatives and emerging-technology opportunities across the UAE and wider GCC.

- Led market-entry and business-development initiatives, identifying opportunities, shaping value propositions and supporting sustainable growth across AI, technology and specialized services.
- Built and maintained trusted relationships with government entities, industry leaders, institutional stakeholders and international partners, representing the group in senior-level meetings, forums and negotiations.
- Combined market analysis, strategic planning and cross-functional coordination to advance new business streams in AI, innovation and sustainable solutions, strengthening the group's positioning in emerging sectors.

Business Manager & New Business Development | Sierra Ocean

2015 - 2016 | Dubai, UAE

Supported regional business development, partner engagement and market-facing representation for international companies and technology-led opportunities, working across client relationships, new-market conversations and cross-border partnerships.

- Connected international partners with regional opportunities, helping translate commercial objectives into relationships, introductions and practical next steps in the Gulf market.

NATIONAL BANK OF ABU DHABI - FLAGSHIP PROJECTS

Senior Projects & Events Consultant | National Bank of Abu Dhabi (via BSL Middle East)

2014 - 2016 | Abu Dhabi, UAE

Co-produced and delivered high-profile corporate, institutional and hospitality programmes for NBAD, working with senior executives, international VIPs, speakers, sponsors, agencies and operational teams. The role required disciplined project coordination, stakeholder care and polished delivery in highly visible environments.

Global Financial Markets Forum (2015 & 2016) | Flagship Conference Delivery

Supported end-to-end planning, speaker and VIP care, stakeholder coordination and on-site delivery for NBAD's flagship international financial conference.

F1 Etihad Airways Abu Dhabi Grand Prix (2014) | VIP Guest Experience & Hospitality

Managed elements of VIP guest experience and hospitality programming around one of Abu Dhabi's highest-profile international events.

Dubai Football Challenge - Real Madrid vs AC Milan (2014) | Corporate Activation

Supported delivery of a large-scale sports and hospitality activation involving prominent international participants and high-value guest engagement.

ADNIF Retail Convention - Limitless (2015) | Convention Delivery

Supported planning and delivery of a major internal and partner-facing convention, coordinating programme requirements and multiple stakeholder groups.

NBAD Long Service Awards (2014) | Corporate Recognition Programme

Supported a large-scale employee recognition programme requiring detailed guest, programme and operational coordination.

Global Economic & Investment Outlook (2015) | Executive / Institutional Programme

Supported delivery of a high-level economic and investment programme with senior stakeholders and external participants.

INDEPENDENT INTERNATIONAL PROJECTS

Independent Consultant | Cultural Projects, Communications & Partnerships | Freelance

Nov 2019 - Feb 2022 | Europe & Middle East

Curated, produced and directed independent cultural and communications projects across exhibitions, film and strategic storytelling, leading work from concept and partner development through production, communications and delivery.

Invisible Sun - Estonia & Berlin (2020-2021) | Project Lead / Producer / Artistic Direction

Directed and managed a multi-site initiative combining photography, education and community activation. Led project development, stakeholder coordination, partnerships, communications and production across Estonia and Berlin, bringing together artists, sponsors, media and institutional partners.

Human Being - Short Film (2021) | Executive Producer

Executive-produced the portrait film Human Being in collaboration with filmmaker Martti Helde and Nafta Films, coordinating creative, production and partner requirements around an internationally positioned cultural project.

Berlin Photo Week - Human Being (2021 & 2022) | Co-Producer / Project Development

Co-produced and led the groundwork for Human Being activity within Berlin Photo Week, supporting the foundation for large-scale cultural exhibition delivery and international audience engagement.

UNHCR 70th Anniversary - Voices on the Wind (2020) | Co-Producer

Co-produced a digital-first virtual exhibition marking UNHCR's 70th anniversary, helping translate a global humanitarian legacy into an accessible, contemporary exhibition format for international audiences.

Fall of the Berlin Wall 30th Anniversary (2019) | Exhibition Coordination

Coordinated exhibition delivery, communications and stakeholder engagement for an international commemoration requiring close collaboration across cultural, creative and institutional partners.

20 Images from the Gulf - Abu Dhabi (2010 & 2014) | Creative Producer / Multi-site Exhibition Management

Produced and coordinated multi-site cultural exhibition activity in Abu Dhabi, supporting creative development, partner relationships and public-facing delivery.

EARLIER PROFESSIONAL EXPERIENCE

Group Marketing & Events Manager | Elite RMC Group

Dec 2009 - Oct 2014 | Abu Dhabi, UAE

- Directed group-wide marketing, corporate development initiatives, external communications and high-profile programmes across multiple sectors.
- Built sponsorships, strategic campaigns and partner relationships, strengthening business visibility, stakeholder engagement and commercial development.

Marketing & Events Manager Consultant | Bankend Group

2009 - 2010 | Tallinn, Estonia

- Supported marketing, communications and event-led brand activity for a diversified business environment.

PR & Reporter | MTV Networks Baltic

2007 - 2009 | Estonia / Europe

- Worked across PR, media relations, reporting and entertainment communications, including PR activity around the MTV European Music Awards in Munich in 2007.

Producer & TV Host | Kanal 2

2005 - 2006 | Estonia

- Early career in television production and presenting, building a strong foundation in communications, storytelling and public-facing delivery.

INTERNATIONAL REPRESENTATION & CULTURAL DIPLOMACY

- Supported Estonian cultural diplomacy and institutional engagement in the UAE, including Ministry of Culture visits prior to the establishment of the Estonian Embassy in Abu Dhabi.
- Represented cultural and corporate organizations in international settings requiring diplomacy, discretion, cultural sensitivity and strong stakeholder communication.
- Long-standing supporter of the Arvo Pärt Centre and Estonian Festival Orchestra, contributing to the international visibility of Estonian culture.
- Humanitarian and educational initiatives include Shanti Leprahilfe Nepal, Sumba Foundation and Tibetan Children's Village.

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Business Administration (MBA) - General Management | Knights College

Aug 2026 - Present

- Current MBA studies broadening strategic management, leadership and business capability alongside international project and client work.