

## Standard Chartered Appoints Head of Corporate Affairs for Bahrain

*Noora Al Nusuf will lead the Bank's corporate communication within the Kingdom*

**Bahrain, Manama 13 November 2012** - Standard Chartered Bank appointed Noora Al Nusuf as Head of Corporate Affairs for Bahrain. Noora was previously Executive Advisor at Brash Brands (Brand Consultancy based in Dubai). In her new role, Noora will be responsible for managing the Bank's external and internal communications, boosting the bank's sustainability efforts, and building on its strong reputation in the Kingdom.

### **Commenting on the appointment, Hassan Amin Jarrar, Chief Executive Officer of Standard Chartered Bahrain said:**

"We are happy to welcome Noora at her new role with the Bank. Being in Bahrain for over 90 years, we are committed to the Kingdom and the Bahraini community. Currently qualified Bahrainis make up 68% of the Bank's population and Noora's appointment is a reflection of our pledge to develop local talents to lead the Bank in the future. I wish her all the best for this new assignment. "

### **Marcus Bailey, Regional Head of Corporate Affairs of Standard Chartered Bank, Middle East, North Africa and Pakistan said,**

"Noora's strong experience in communication and knowledge of the culture will ensure we continue to strengthen our franchise in Bahrain. The Middle East is one of Standard Chartered's strategic markets globally and Noora's knowledge and skills will help us in further advancing the Bank's brand in Bahrain."

Noora enjoys over 14 years of experience including Marketing Communication, Branding and Corporate Communication. Prior to joining the Bank, she worked for several local and regional organizations. Noora will report to Hassan Amin Jarrar, Chief Executive Officer, Bahrain and to Marcus Bailey, Regional Head of Corporate Affairs based in Dubai.

### **For further information, please contact:**

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