



Managing Partner | Brazen MENA

LOUISE JACOBSON

BIOGRAPHY

Louise Jacobson is Managing Partner of Brazen MENA, one of PProvoke Media's 100 Best Agencies globally, one of the 10 Best Agencies in the Middle East, as well as PRCA MENA Large Independent Consultancy of the Year. With offices in Dubai and Riyadh, the agency is known for its commercial clarity, creative edge and results-driven approach.

With 25 years of experience across the UK and GCC, Louise has advised global and regional brands including SKIMS, Disney, Dubai Economy & Tourism, Marriott and Hilton. She combines strong business discipline with a people-first mindset, viewing culture as a genuine driver of performance.

Louise has been recognised in the PRWeek Middle East Power Book, PProvoke Innovator 25 EMEA and Arabian Business' 50 Most Inspiring Women Leaders. She sits on the Global Women in PR MENA board and the MEPRA Strategy Board, and is a regular industry judge for SABRE Awards, Cannes Young Lions, PRCA and MEPRA.

