

Riyadh and Madrid
September 12th 2024

Bloom Consulting opens its first office in Saudi Arabia

Bloom Consulting, a leading global Nation Branding and Place Branding consulting firm, is excited to announce the opening of a new office in Riyadh, Saudi Arabia. The addition of the new outpost will expand the current office network in London, Madrid, Lisbon, Sao Paulo, and Paris contributing to the enrichment of our global knowledge and expertise.

The Bloom Consulting Saudi Arabia office will be led by Iman Almutairi, who will serve as Managing Partner. Iman has had a rich and diverse professional journey in the fields of marketing, communication, and destination management. Notably, she served as a Marketing Director for Tourist Destinations at the Royal Commission for AIUla and as Executive Director at Soudah Development. During her tenure, she also took charge of developing the City's Brand identity and initiated and managed key tourism partnerships.

“We are thrilled to announce the opening of our new Bloom Consulting office in the vibrant city of Riyadh, Saudi Arabia. Having been actively engaged in the Saudi region for several years, we recognize the undeniable potential and dynamism that Saudi Arabia represents. As a hotspot in the region, it has become imperative for Bloom Consulting to establish a full-fledged presence in Saudi Arabia, enabling Bloom Consulting to offer our comprehensive range of services and strengthen the company's commitment to our clients in the region.” – Jose Filipe Torres, CEO of Bloom Consulting.

The Riyadh office will offer the same comprehensive range of services as all other Bloom Consulting outposts. The new office in Riyadh is a strategic move for Bloom Consulting as it expands our global reach and strengthens our core services – Nation and Place Branding, Place Analytics, Placemaking, and Tourism Development.

“The Bloom Consulting Riyadh office opens a world of possibilities, and we are looking forward to embarking on this journey of creating remarkable city experiences” – Iman Almutairi, Managing Partner of Bloom Consulting.

For your address book: Iman Almutairi's new email is ialmutairi@bloom-consulting.com. Bloom Consulting's Riyadh premises are located at 6681 Al-malqa Dis, Riyadh Saudi Arabia 13523