

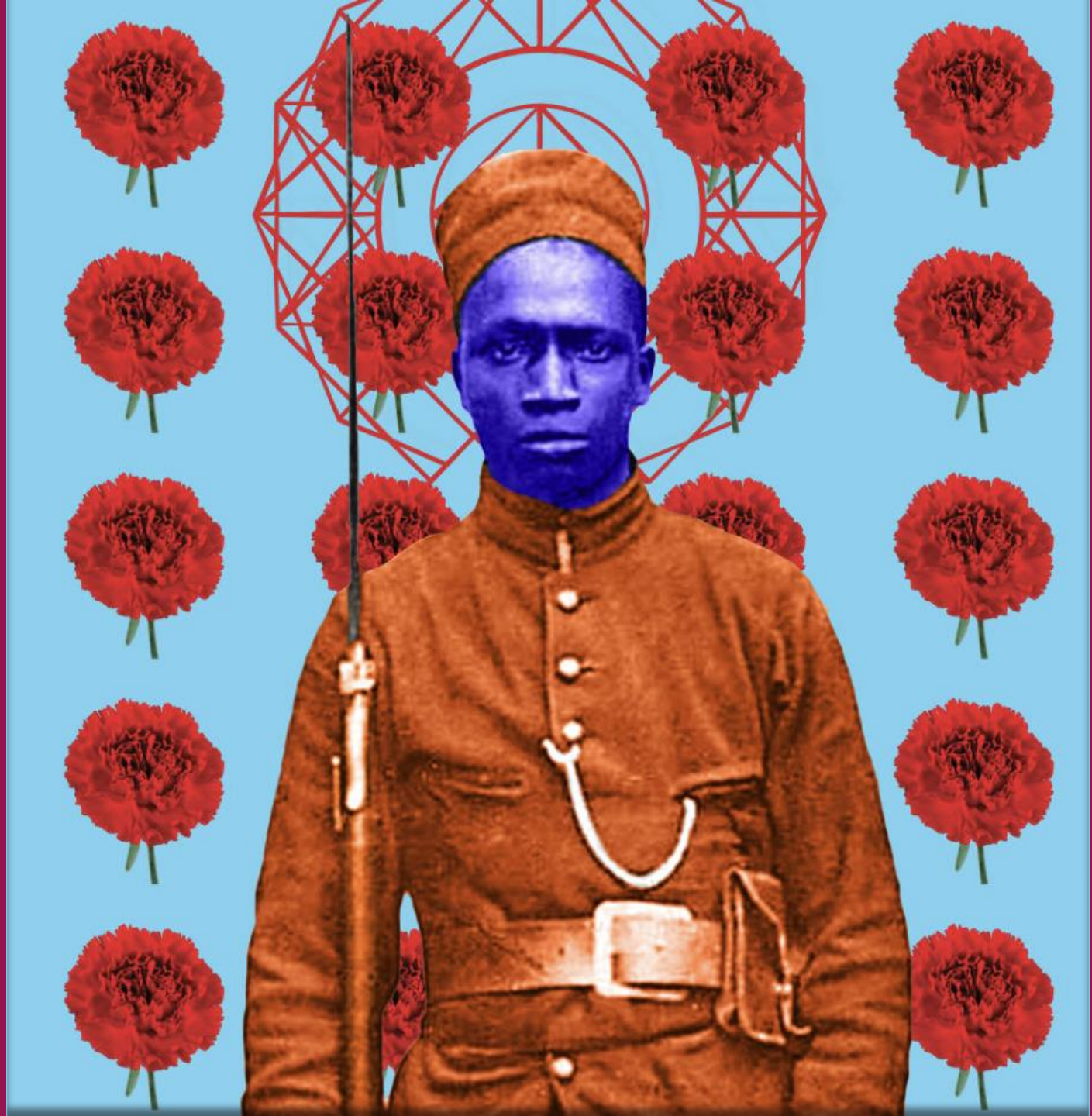


Sophie Kazan Makhoul PhD

Strategic Advisory for Navigating Transnational
Narratives & Emerging Markets

In a world of shifting narratives,
cultural intelligence is the
bridge between **institutional
legacy** and future **influence**.

To navigate these **complexities**
seamlessly, requires
experience, scholarly rigour
and **market insight**.



Strategic Advisor

Insight Briefings

In-depth sessions designed for boards, banks and brands expanding into new cultural and geopolitical contexts.

Collection Audits & Narrative Strategy

High-level oversight, valuation support and narrative development for private or institutional collections.

The 'In Conversation' series

Bespoke salons, curated interviews, guided tours and keynote presentations.



A unique intersection of academic research and global policy.

Sophie is an academic with deep expertise in **marketing communications, non-profit leadership** and **public affairs**.

She has operated at the highest levels of the **European Union** in Brussels and **across the Arabian Gulf peninsula**.

Sophie understands history as a vital **bridge to the past** and geography as a powerful **gateway to future development**. These perspectives shape her distinctive approach to **transnational narratives** and **emerging markets**.



The Process

A clear, three-phase methodology that turns **complex transnational** and cultural intelligence into **actionable strategic advantage**.

1. DISCOVERY

Aligning on institutional goals, priorities and strategic context.

2. INTELLIGENCE GATHERING

Bespoke research and field-mapping and geopolitical-cultural analysis tailored to your objectives.

3. DELIVERY

High-impact Executive briefings, comprehensive PDF Strategy documents or dynamic live presentation. Whichever format serves your needs.

**Project-based advisory and
bespoke briefings available
on application.**

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[Substack](#)

