

MARIAM E. HADDAD

Houston, TX 77079 | (281) 250- 9858 | mehaddad@outlook.com | [\(7\) Mariam Haddad | LinkedIn](#)

Global Transformation Leader & Strategic Communications Visionary

Strategic Innovation | Leadership & Change Management | Marketing & Sales Excellence
Talent Development, Coaching & Organizational Transformation | Artistic & Cultural Innovation

With a 25+ year trajectory at the helm of strategic innovation, transformative leadership, and communications excellence, my journey weaves through pivotal roles at The Performance Communication Company, Viva Media Group, Capital 4 Outsourcing, and Foray Music Studio. This expansive career is marked by my adeptness in steering diverse organizations towards remarkable growth, leveraging masterful storytelling alongside persuasive marketing to pioneer narrative-shifting campaigns and foster a culture of innovation. Renowned for translating strategic visions into tangible outcomes, my leadership has consistently transformed challenges into opportunities, delivering exceptional results through a synthesis of tactical execution, strategic management, and a deep commitment to people transformation. My unique blend of executive acumen and artistic direction has not only cultivated profound global connections but has also driven the forward-thinking strategies necessary for achieving sustained organizational success and global resonance.

Key Accomplishments

- **Strategic Leadership & Execution:** Spearheaded transformative leadership across The Performance Communication Company, engaging boards, C-Suite, and talent across 40+ global consulting engagements, driving significant organizational change and doubling sales quotas within three months.
- **Innovative Solutions & Business Development:** Pioneered innovative marketing strategies and branding campaigns, achieving 20% margin enhancements and a 30% increase in gross margin, showcasing strategic agility and market foresight.
- **Global Strategy & Market Expansion:** Navigated companies through economic downturns with strategic alliances, enhancing resilience and operational excellence, particularly in crisis management and global market expansions.
- **Client Relationship Excellence:** Elevated client engagement and satisfaction through targeted, client-centric transformation strategies, reversing a 25% sales decline and fostering enduring Fortune 500 partnerships.
- **Cultural Transformation & Team Empowerment:** Cultivated a culture of excellence and innovation, leading teams to surpass performance expectations and championing DEI initiatives that resulted in meaningful community and organizational shifts.
- **Community Engagement & Partnership Building:** Championed community-building initiatives like "Bach 2 Soul" and "Electrify," and "A Song of Hope" driving grassroots engagement, collective impact, and sold-out events that significantly enhanced local business synergy and brand visibility while driving crucial social impact awareness.
- **Public Speaking & Thought Leadership:** As a featured speaker at TEDx Houston, The Diversity Summit, and in collaboration with Fortune 500 companies, shared insights on leadership, innovation, and sustainability, influencing a broad audience spectrum including energy, technology, and non-profit sectors.
- **Creative & Strategic Problem Solving:** Developed over 180 hours of content across more than 7 courses, impacting over 16,625 leaders, and directing innovative program design and delivery that boosted organizational, team, and individual performance on a global scale.

Core Competencies Include:

Executive Leadership & Visionary Execution | Comprehensive Communication & Brand Management | Transformational Leadership & Change Management | Dynamic Business Development & Strategic Partnerships | Client Relationship Mastery & Consultative Sales | Strategic Account Management Financial Acumen & Profitability Enhancement | Innovative Problem Solving & Business Growth Strategy | Global Business Understanding | Negotiation | Market Analysis | Operational Excellence & Process Optimization | Project & Program Management Excellence | Creative Content & Media Strategy | Diversity, Equity, Inclusion & Belonging Strategy & Advocacy | Public Speaking & Thought Leadership | Advisory, Consulting, Learning & Coaching Expertise | Sustainability & CSR Commitment | Talent Development & Career Empowerment | Data-Driven Insights & Analytical Decision-Making | Agility & Entrepreneurial Innovation | Classical Arts Influence Cross-Functional Team Leadership & Organizational Synergy | Financial Acumen & Profitability Enhancement | Innovative Problem Solving & Business Growth | Crisis Management | Operational Excellence & Process Optimization | Project & Program Management Excellence | Creative Content & Media Strategy | Diversity, Equity, Inclusion & Belonging Strategy & Advocacy | Public Speaking & Thought Leadership | Advisory, Consulting, Learning & Coaching Expertise | Sustainability & CSR Commitment | Talent Development & Career Empowerment | Data-Driven Insights & Analytical Decision-Making | Agility & Entrepreneurial Innovation | Classical Arts Influence

EDUCATION

Bachelor of Fine Arts, Piano Performance with a Minor in Vocal Performance

University of Texas at El Paso

WORK EXPERIENCES

The Performance Communication Company – Houston, TX

2006 – Present

CEO & Founder: *Executive Leadership & Strategic Management*

- **Strategic Leadership & Market Evolution:** Established and led the Performance Communication Company to prominence in strategic communication and organizational transformation, navigating through economic downturns and a global pandemic with resilience and strategic agility.
- **Brand Development & Marketing Mastery:** Spearheaded comprehensive brand and marketing strategies, significantly elevating brand visibility and engagement across global markets. Cultivated enduring partnerships with Fortune 500 companies, driving substantial business growth and diversification of the client portfolio. Visit www.perfcommcomp.com.
- **Community Engagement & CSR Leadership:** Pioneered impactful community projects such as "Bach 2 Soul" and "Electrify," employing strategic marketing collaborations to amplify CSR efforts, foster local partnerships, and enhance brand reputation within the community.
- **Financial Strategy & Revenue Growth:** Directed the company's financial strategy, achieving sustained revenue growth through innovative marketing, sales strategies, and client relationship management.

Executive Director of Communications, Change & People Transformation: *Change & Communication Management*

- **Strategic Communications & Organizational Leadership:** Led the elevation of leaders, teams, and organizations to higher, measurable, and sustainable performance levels. Developed and executed strategic communication plans that effectively resonated with both internal and external audiences, enhancing brand cohesion and stakeholder engagement.
- **Program Development & Delivery Excellence:** Innovated and delivered over 7+ communications courses and 400 workshops, creating more than 180 hours of original content tailored to a global audience from Asia, South Asia, LATAM, the Middle East, Europe, Africa, and the US.
- **Leadership Coaching & Talent Development:** Coached over 215 leaders in developing high-impact transformational leadership, sales, and communication curricula. Conducted over 1250 coaching sessions and assessed more than 1,500 individual learners, establishing roadmaps and designing solutions to achieve purpose-driven, higher-performing results.
- **Change Management & Consultancy:** Orchestrated end-to-end communications, change, and people transformation projects, ensuring seamless alignment with organizational goals and smooth transitions during change initiatives. Successfully managed multiple cross-sector projects in strategy, transformation, and change management, collaborating with industry leaders to deliver transformative solutions.

Foray Music Studio

Founder & Chief Executive Officer: *Artistic Leadership & Community Innovation*

Jun 1986 – Oct 2010

As the Founder and CEO of Foray Music Studio, I harnessed the transformative power of the arts for personal and professional development, establishing the studio as a pioneering force in music education. My strategic vision and innovative marketing strategies carved a niche in personalized piano and vocal training, significantly enhancing market presence and customer engagement. Under my leadership, Foray Music Studio not only achieved remarkable growth but also made a lasting impact on the lives of individuals and the community, highlighting the essential role of the arts in fostering personal and societal development.

- **Strategic Vision & Market Innovation:** Launched with a visionary approach to blending performing arts with personal development, leading to notable market differentiation and standout sales achievements.
- **Brand Building & Strategic Marketing:** Masterfully developed and executed branding and marketing strategies, establishing the studio as a premier center for music education and enriching community cultural life.
- **Leadership & Talent Development:** Cultivated leadership in emerging talents, guiding performers to significant achievements while fostering artistic proficiency and personal growth.
- **Adult Learning Programs & Personal Transformation:** Initiated transformative learning experiences for adults, demonstrating a unique capability in motivational strategies and aligning music education with broader life aspirations.
- **Engagement & Community Impact:** Championed music as a medium for social responsibility, leveraging artistic expression to strengthen community bonds and promote cultural enrichment.
- **Sales Leadership & Growth:** Implemented dynamic sales strategies and customer relationship management, leading to sustained revenue growth and an expanded client base.
- **Innovation in Music Education:** Introduced innovative teaching methodologies, setting new standards in music education and performance training.
- **Performance Production & Talent Showcase:** Produced high-caliber public performances, showcasing student talents, and reinforcing the studio's reputation for excellence in music education.

Viva Media Group

Strategic Business Development: *Strategic Market Innovator & Business Development Leader*

Nov 2001 – Nov 2003

Designed and executed strategic marketing and business development initiatives enabling the client company's successful entry into Houston's Latin American market.

- **Market Penetration and Strategy Execution:** Orchestrated strategic marketing and business development initiatives, successfully penetrating Houston's competitive Latin American market through comprehensive market research and strategic planning.
- **Database Management and Partnership Development:** Developed and managed a substantial database of 1,000 target companies for sponsorship and partnership opportunities, significantly bolstering the company's strategic objectives and market positioning.

- **Competitive Strategy Development:** Played a crucial role in formulating business development strategies, utilizing market insights to secure a competitive edge and drive business expansion.
- **Innovative Market Analysis:** Employed innovative database management and market analysis techniques, laying the groundwork for effective targeted outreach, partnership cultivation, and strategic business planning.

Capital 4 Outsourcing

Research & Marketing Manager: Innovative Market Strategist & Database Architect

Nov. 2000 – Nov. 2001

- Demonstrated exceptional database management skills by creating a robust database from the ground up, encompassing 1,500 **Strategic Database Management:** Created and managed a comprehensive database encompassing 1,500 targeted companies, 150 strategic associations, and 250 key informational sources, foundational for strategic business development and planning.
- **Market Research Leadership:** Led a pivotal market research initiative that played a crucial role in the launch of a groundbreaking product. Authored a comprehensive executive report detailing market barriers and actionable insights, which significantly shaped the product's strategic market entry plan.
- **Innovative Client Acquisition:** Formulated and implemented an innovative client acquisition process, markedly enhancing the company's approach to executive product deployment and fueling strategic business growth.

VOLUNTEER WORK

Advisor to the Board (Brand, Communications, Community Engagement): Be Peace, Be Hope
Choir Ministry Director: St. Basil the Great Greek Orthodox Church

PROJECTS

Chemicals Company: Sales Team Transformation & Purpose-Driven Culture Change

Spearheaded a comprehensive sales team and culture change initiative spanning 120 days at a leading Chemical Distribution Company, effectively reversing a 25% sales decline.

- Engineered a strategic overhaul that yielded remarkable outcomes, including a noteworthy 100% increase in sales quotas, a substantial 20% improvement in deal margins, and an impressive 30% growth in gross margin contribution within a mere 90 days.

Global Oil & Gas Company Leadership Development Program

Designed and spearheaded an extensive leadership development program from 2012 to the present, collaborating closely with major oil and gas industry players, including BP, Technip, and Chevron.

- Executed customer-centric initiatives focused on enhancing communication, leadership development, and team effectiveness across diverse organizational levels, harnessing the unique strengths of individuals to foster excellence in collaboration.
- Noteworthy achievements include facilitating strategic communication and a thought leadership campaign for a senior vice president during restructuring, providing crucial support for crisis management and leadership enhancement during the pandemic.

Global Oil & Gas Manufacturing Company Crisis Solutioning

Served as the Fractional Chief Strategic Communication Officer for an Oil & Gas Manufacturing Company, leading a crisis management team to address a substantial ERP system issue.

- Successfully mitigated the crisis, reducing late orders from \$1MM to \$250k within a tight 90-day timeframe, showcasing adept problem-solving skills and strategic decision-making.
- Implemented improvements in leadership communication and team alignment, resulting in enhanced meeting effectiveness and a streamlined approach to addressing challenges.

National Legal Defense for Self-Defense Company Transformation

Acted as the Fractional Chief Transformation Training & Culture Change Officer for a National Legal Defense for Self Defense Company, spearheading a 12-month advisory, consulting, and training engagement.

- Developed and executed an end-to-end comprehensive 90-day sales leadership program, resulting in a substantial improvement in brand representation and teamwork.

Vice-Chair & Chair of the Diversity, Equity & Inclusion Council at the Institute of Hispanic Culture of Houston (IHCH)

Led the conception and execution of "Electrify," a transformative conference that brought together executive leaders to delve into crucial discussions on Diversity, Equity & Inclusion (DEI) and Environmental, Social, and Governance (ESG), significantly advancing organizational success.

- Spearheaded impactful communication strategies, elevating the council's visibility and influence in Houston, while concurrently driving market brand awareness for the Institute among Global Fortune 500 companies.

Advisory Chair for the South Union Community Development Corporation

Spearheaded and developed the thought leadership behind "Bach 2 Soul," a groundbreaking concept integrating the arts into STEM education to bridge social distances within Houston's vulnerable communities.

- Led a year-long initiative featuring global artists, fostering cross-cultural connections and inspiring youth creativity for problem-solving in STEM fields.
- Provided strategic leadership in program development, fundraising, marketing, and community engagement, resulting in a final concert that showcased the successful blend of creativity and strategic planning.
- The "Bach 2 Soul" initiative not only demonstrated innovation in education but also contributed to building a stronger sense of community, emphasizing the power of creativity and strategic thinking in addressing social challenges.