

REEM ELGOHARY

Director of Production, Marketing & Communications · AI and Frontier Tech

Lisbon, Portugal (open to remote) · reemegohary@gmail.com · [LinkedIn](#)

PROFILE

Production, marketing and communications leader with 8+ years turning complex products into stories people talk about, in English and Arabic. I lead production, marketing and communications at aixplain, an agentic AI company, where I built its audience, PR desk and first entry into Arabic-speaking markets. Before that I spent three years giving crypto fund Ryze Labs (formerly Sino Global Capital) its voice, its new name and its founder's place on the industry's biggest stages. I also founded Big Belly, a traveling supper club featured in Condé Nast Traveller and National Geographic.

SELECTED RESULTS

- **2.4M+ views and 66K+ link clicks** from aixplain's first localized Arabic campaigns.
- **4.5M+ views and impressions, 9,000+ new followers** across aixplain's LinkedIn, Instagram and Facebook in eight months.
- **1,851 new followers and 252K views in five days** at LEAP 2026, launching a telecom partnership and a new product in two languages.
- **Founders and executives on global stages:** Token2049, Consensus, FT Live, LEAP & DeepFest, MIT KSC and FII.

EXPERIENCE

aixplain · Lisbon / Remote

2026 – Present

Director of Production, Marketing & Communications

- **Built the audience:** combined paid launches, organic content and PR to reach 4.5M+ views and impressions and 9,000+ new followers in eight months. Instagram follower growth rose about 25× and engagement about 24×.
- **Opened Arabic-speaking markets:** designed aixplain's first market entry, hired a regional developer relations lead and ran localized campaigns that delivered 2.4M+ views and 66K+ link clicks on Instagram and Facebook.
- **LEAP 2026, Riyadh:** ran the media campaign for two announcements in one week, in English and Arabic: the Syriatel partnership bringing Syria its first advanced, Arabic-first AI infrastructure for 12M+ subscribers, and the launch of Koder, an on-device coding agent. Owned channels drew 252K views, 1,851 new followers and 7,700+ interactions in five days; coverage included an AI Arabiya English interview with the CEO, Scene Now and a Startup Scene explainer.
- **Built an in-house PR desk:** secured 5 speaking slots for the CEO and Chief Ethics Advisor at LEAP & DeepFest, MIT KSC and the Dialogue of Tolerance in the Digital Media & AI Era, plus FII and a slot at Money20/20.
- Own positioning and launch communications for Koder, aixplain Desktop, Omni, Agentic OS and aixplain Academy across press, social, events and owned channels. Lead a team of two plus one intern, working directly with the CEO and product leads.

Ryze Labs (formerly Sino Global Capital) · Lisbon / Remote

2022 – 2025

Head of Production

- **Produced the firm's first event within six months:** SGC India Demo Day in Bengaluru (2022), where 12 Web3 startups pitched for a \$2M+ funding pool with Devfolio, ETHIndia and Buidlers Tribe. Ran live coverage on X from check-in to closing.
- **Put the founder on crypto's biggest stages:** secured and prepared Matthew Graham's speaking slots at Token2049 Singapore (×2) and Dubai (×2), Consensus and the FT Live Crypto & Digital Assets Summit in London.
- **Led the rebrand:** took the firm from Sino Global Capital to Ryze Labs in September 2023, its first rebrand in eight years, across a 50+ company portfolio and 8+ languages. The announcement included an exclusive interview with BlockBeats.
- **Built the in-house media arm:** podcasts, editorial and newsletters, including Founder's Funnel, a 12-part series profiling portfolio founders from Hex Trust, Clearpool, Pyth Network and BLOCKLORDS. Grew the company's X account to 31.1K followers.
- **Placed the founder in top crypto media:** The Block (news and The Scoop podcast, twice), CCN, crypto.news, CryptoNews Podcast and BlockBeats, on stablecoins, emerging markets and AI.
- Co-launched the AI Combinator (November 2024), from the PR Newswire announcement to the narrative connecting founders, investors and AI-agent builders.

Big Belly · Cairo · Riyadh · Lisbon
Founder & Creative Director

2021 – Present

- Built a traveling, fermentation-led supper club from dinners for friends at home in Cairo to an official launch in Riyadh and pop-ups across cities.
- Lead brand, illustration, menus, partnerships and production. Work with small farmers, producers and fishmongers, and tell their story through posters, workshops and a comic zine.
- **Featured in** Condé Nast Traveller Middle East, National Geographic, CairoScene and Dazed Middle East.

MO4 Network · Cairo

2018 – 2021

Account Manager → Line Producer → Media Producer

- **Media Producer (2020–21)**: produced video for MO4's platforms (CairoScene, TheCairoZoom, Scene Noise, Scene Eats, El Fasla), handled quality control on shoots and coordinated pre- and post-production. Helped recruit and train photographers, videographers and editors.
- **Line Producer (2019–20)**: produced content for El Gouna Film Festival 2019 and digital content for Red Sea Film Festival 2020.
- **Account Manager, TheCairoZoom (2018–20)**: client communication and photo and video coverage of events across Egypt.

EDUCATION & DEVELOPMENT

MAD Academy · Sustainability and Cultural Storytelling, with René Redzepi · 2025

SheFi · Cohort 13, Global Web3, AI and DeFi Leadership Program · 2025

SKILLS & LANGUAGES

Product & launch communications · Executive positioning & speaker placement · Media relations & PR · Brand and narrative strategy · Localization and MENA markets · Paid, organic & social growth · Content and production · Events · Team leadership

Languages: English and Arabic (both fluent)

Reference: Ian Wittkopp, Head of Investment, Ryze Labs. Letter of recommendation available on request.