



## **Robert Fardi**

Member, Peace Cooperative

As a seasoned public relations and brand management executive Robert Fardi has advised notable brands and individuals from diverse industries and geographies. Currently Robert serves as Executive Vice President of Strategic Development & Partnerships at REQ, a marketing, brand, public relations, and reputation management agency serving Fortune 100 companies, sovereign clients, and NGOs globally.

He and his team have delivered strategic counsel to notable domestic and international clients across many regions and industries, including UN Foundation, the Global Fund, United Nations, USAID, US Department of State, Combined Federal Campaign (CFC), the Smithsonian Institution, the U.S. Chamber of Congress, Alphabet, Amazon, XPRIZE, Medici Land Governance, GDIT and many others.

During Robert's tenure at REQ, the company has won numerous awards for growth, culture, and creative work. Most recently, REQ was named Top B2B Digital Marketing and Brand Management Company by Clutch and was named to the Adweek 100 for Fastest Growing Companies. Robert has worked and lived in all corners of the world. Prior to joining REQ, Robert was the President and Co-Founder of Unison Agency, a brand strategy and digital marketing agency, acquired by REQ in 2015. He's also worked at Accenture in digital strategy, at the International Republican Institute, and First Abu Dhabi Bank's U.S. subsidiary in corporate finance in Washington D.C.

Robert sits on the following boards committed to peace and education worldwide: Conrad Foundation, Banu Foundation, the Middle East Institute, and the Many Hats Institute. Robert holds a BA in International Studies from George Mason University, with minor studies in International Business at George Washington University, and an MA in International Commerce and Policy from George Mason University's School of Public Policy. Robert also completed graduate studies at St. Peter's College, Oxford University while living in the UK.

