

Moustafa Aly El Sonbaty

Digital Workplace & Internal Communications Leader

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PROFESSIONAL SUMMARY

Digital Workplace and Internal Communications Leader with 25+ years of experience modernizing enterprise communication ecosystems across government, semi-government, and large organizations. Currently lead content development and channel management for Dubai Electricity & Water Authority (DEWA), where the corporate intranet serves nearly 15,000 employees. Bridge strategy, technology, and user experience to deliver AI-ready digital workplace experiences with strong governance, accessibility, and measurable business alignment.

CORE EXPERTISE

- Digital workplace strategy, intranet transformation & SharePoint governance
- Internal communications strategy, channel governance & enterprise content
- Employee experience, engagement platforms & change communications
- UX, information architecture, design systems & accessibility standards
- AI adoption, responsible AI, and AI-enabled knowledge experiences
- Cross-functional leadership across HR, IT, Strategy & business units

PROFESSIONAL EXPERIENCE

Assistant Manager – Content Development & Channel Management | **Dubai Electricity & Water Authority (DEWA)** | Dubai, UAE | 2012 – Present

Internal Communications & Digital Workplace | Strategy & Government Communications Division

Lead the strategy, governance, and continuous evolution of DEWA's internal digital communication ecosystem, including the corporate intranet (FREEJNA) and connected digital workplace platforms.

- Direct content strategy, user experience, information architecture, and governance for the FREEJNA corporate intranet, serving nearly 15,000 employees across DEWA and its subsidiaries.
- Lead the content and channel management function, defining accessibility requirements and publishing workflows aligned to enterprise brand and compliance frameworks.
- Spearhead digital workplace transformation across Microsoft 365 and SharePoint, partnering with IT to migrate, consolidate, and modernize internal platforms for higher adoption and engagement.
- Partner with HR, IT, Strategy, and business units to translate organizational priorities into user-centric employee experiences, supporting culture, change, and engagement objectives.
- Define and enforce governance frameworks covering content lifecycle, channel ownership, accessibility compliance, and brand consistency across all internal digital touchpoints.
- Serve as AI Champion for the Strategy & Government Communications (S&GC) Division, driving responsible AI adoption within internal communications and digital workplace workflows.
- Lead change communications for enterprise transformation programs, ensuring employees are informed, engaged, and equipped through every phase of organizational change.

Selected Recognition: Shortlisted, DEWA Internal Excellence Award (2017) • DGEP Candidate (2018)

EARLIER EXPERIENCE

Senior Digital & Creative Roles – Communications & Digital Platforms | [Dubai Chamber of Commerce](#) | Dubai, UAE | Semi-Government

- Contributed to digital communications, enterprise web platforms, and multimedia initiatives within a semi-government environment serving the business community.
- Delivered organizational messaging through enterprise websites, digital content, and visual communication assets aligned to public-sector governance frameworks.
- Worked within governance, brand, and stakeholder-driven frameworks typical of public-sector and economic development entities.

Creative & Digital Roles – Advertising and Multimedia | [C Advertising](#) | UAE |

- Delivered digital, multimedia, and visual communication solutions for corporate and brand clients across UAE markets.
- Built strong foundations in creative execution, client engagement, and end-to-end digital content delivery.

Earlier Career – Egypt & UAE

Progressive roles across web and application development, multimedia, motion design, digital content creation, and UX-oriented design. This foundation established the technical depth, creative capability, and execution discipline that underpin later leadership in digital transformation, internal communications, and enterprise digital workplace initiatives.

TOOLS & TECHNOLOGIES

Digital Workplace: Microsoft 365, SharePoint Online, intranet CMS, enterprise content platforms

UX & Design: UX/UI principles, information architecture, design systems, accessibility (WCAG) standards

Creative Suite: Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate

Web Technologies: HTML5, CSS, XML, PHP

AI & Emerging: Generative AI tools, responsible AI practices, AI-enabled employee experience

EDUCATION

Bachelor of Science & Education – Tanta University, Egypt – 1998

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Leadership Through Design Innovation – Northwestern University
- Strategic Management – Copenhagen Business School
- Fundamentals of Project Planning & Management – University of Virginia
- Organizational Behavior – IESE Business School
- Finance for Non-Finance Professionals – Rice University
- CIPR Internal Communications – DEWA
- D-Wave Quantum Programming Class – D-Wave Systems

LANGUAGES

Arabic (Native) • **English** (Fluent) • **French** (Working proficiency)