



**Ghassan Aouad**

Chancellor of Abu Dhabi University, Past President of the ...  
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Speaking at at the THE World 100 Annual Conference hosted by the University of Birmingham

I was part of a discussion panel today on "Reputation and Leadership: Leaders in Conversation" at the THE World 100 Annual Conference hosted by the University of Birmingham. The panel was moderated by **Mark Sudbury** Head of The World 100 Reputation Network & Head of Reputation at Times Higher Education, and included panelists Professor **Orla Feely**, President of University College Dublin, and Professor **Adam Tickell**, President & Vice-Chancellor of the University of Birmingham. The event was held at the Birmingham Symphony Hall. ADU has recently joined The World 100 Reputation Network. During the conference, I met my colleagues **Phil Baty**, Chief Global Affairs Officer at THE, **Professor Yusra Mouzugh**, Provost of University of Birmingham Dubai, and **Paul Andrew**, Vice President for Public Affairs and Communications at Harvard University. Many thanks to our colleagues Sarah Thomas of THE and **Jo Kite** of University of Birmingham.

The discussion centered around reputation as a strategic priority, the balance between managing reputation (e.g., crisis communications, media management) and proactively building it, and identifying the most important stakeholders regarding reputation.

"It takes a lifetime to build a good reputation, but you can lose it in a minute." - Will Rogers

**#Reputation #Universities #ADU #THE**

**Times Higher Education University of Birmingham University College Dublin Harvard University Abu Dhabi University Hamad Odhabi Professor Barry O'Mahony Prof.sherine Farouk Bassam Mura, MBA Noor Al Masri Steve DCunha Merlyn Thomas K. Khulud Abdallah THE World 100 Reputation Network**



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