

Muddassar Ahmed



Muddassar Ahmed is Managing Partner at Unitas Communications Ltd, a British strategic communications consultancy, where he's led on projects for the United Nations, Amnesty International, the NFL, the Arab League, the U.S. State Department and Organisation of Islamic Cooperation (OIC) and many other governments, civil society and business organisations.

He also founded and, is the President of, the Concordia Forum, an annual retreat for senior Western Muslim leaders. In addition, he is President of the John Adams Society, the UK's official US State Department International Visitors Leadership Program (IVLP) Association. He serves as a Director of the European Network of (US State Dept.) American Alumni, The IDEAS fund & Faith Forum for London. He is also on advisory boards at IAYP, the U.S. Atlantic Council, and Global Ties U.S.

Muddassar also recently joined the Office of Transatlantic Leadership Initiatives at the German Marshal Fund as a non-resident fellow with a focus on advancing inclusive leadership in Europe and North America.

Muddassar recently completed a term as an Independent Advisor on communities to the UK Government. He regularly writes and commentates for a variety of international media outlets including, London's Evening Standard, CNN, the Hill, BBC, the Telegraph, Arab News and Haartz.

He has also been named as one of 500 most influential Muslims in the world for three years in row and amongst the 1000 most influential Londoners by the Evening Standard in 2018.