
TEAM BIOS

ROBERT F. FARDI

PRESIDENT AND CO-FOUNDER

Mr. Fardi is an internationally recognized leader in management consulting, communications, Internet and financial services.

He has an extraordinary track record as a senior corporate executive and strategic marketing consultant guiding high-profile global companies, sovereign governments and not-for-profits through the implementation of complex marketing campaigns. He is a results-oriented professional who begins by developing a keen understanding of a client's long-term goals and then defines the appropriate course to achieving them. In his fifteen years of experience, he has been instrumental in building some of the world's most prestigious brands.

Mr. Fardi has provided senior strategic counsel to notable clients such as: Avalon Pharma, GE Capital Corporation, State Farm Insurance, Banca Intesa, ADIA, National Bank of Abu Dhabi, MCI, BioMedic Corporation, MAN Group, the Abraham Group, the Kingdom of Bahrain, Contrack International, Diligence, Inc, Bank of Georgetown, GoldToeMoretz and DFT.

Prior to founding Unison, Mr. Fardi's professional experience included tenures at the International Republican Institute, Smith Barney, Inc., Chase Manhattan Bank, Abu Dhabi International Bank, Inc. (Washington DC), Bixler and Accenture.

Mr. Fardi holds an MA (Summa Cum Laude) in International and Policy from a joint executive graduate program of St. Peter's College at Oxford University and George Mason University's School of Public Policy. His focus there was in international finance. Mr. Fardi also holds a BA in International Studies (with Highest Distinction) from George Mason University and a minor in International Business from George Washington University. In addition, Mr. Fardi completed Accenture's management consulting training program in Human Performance Design and Development, and Designing Performance Change.

Mr. Fardi is active with local charities including the Many Hats Institute, The United Way as well as local professional organizations: the Washington DC Technology Council, US UAE Business Council, US Bahrain Business Council, US Chamber of Commerce, US Jordan Business Alliance, US-Middle East Free Trade Coalition and Georgetown Business Association.

