

Sunny Jensen-Landeros

Independent director and advisor · Former Group CEO and Chief Strategy Officer

AVAILABLE FOR INDEPENDENT DIRECTOR AND ADVISORY BOARD APPOINTMENTS

A senior executive with fifteen years operating in the United Arab Emirates and fourteen in the United States before that — including a group chief executive role across 20+ entities in five countries — bringing boards direct experience of how decisions are made, partnerships built, and risk managed on both sides of the US–Gulf relationship. Her value is sharpest where a company’s strategy involves the Gulf: market entry, a partnership with a regional or sovereign-linked counterpart, or a US business whose growth now depends on getting the region right.

WHERE SHE ADDS VALUE TO A BOARD

Strategy & market entry

Whether a market is worth entering, and how — from evaluation through entity, licensing, and the first year. Done from the inside at Jetex, advised on since.

Gulf–US governance

Translating between a US board’s compliance and oversight expectations and how business is actually done across the Gulf — from a group CEO seat in ADGM.

Commercial partnerships

Identifying, negotiating, and managing partnerships with regional, institutional, and family-owned counterparts — including the ones that should not be done.

Brand & market positioning

CMO-scope leadership at Jetex and Quintessentially: how an organisation is understood by clients, partners, regulators, and the public.

Business aviation

Brand, partnerships, and reputation across FBO, fuel, and charter; aircraft acquisition and fleet-structuring advisory through her own practice.

Critical materials & clean energy

CSO of a US critical-materials company; oversaw a hydrogen clean-cooking technology to Imperial College-validated unit and registered patent.

PROFILE

EXECUTIVE ROLES

Group Chief Executive Officer · Chief Strategy Officer · Global Brand & Communications Director

GULF EXPERIENCE

Fifteen years based in the UAE. Deepest in the UAE and Oman; working experience in Saudi Arabia and Bahrain.

US EXPERIENCE

Fourteen years: real estate development and commercial leasing in Oregon; consumer-brand sales and marketing in Texas; founder of an Austin marketing and events company.

SECTORS

Business aviation · Critical materials & clean energy · Private-client services · Healthcare logistics · Real estate development

AFFILIATIONS

Forbes Communications Council, 2018–2022 · Texas Tech University, BA

BASED

Abu Dhabi, UAE · Austin, Texas

APPOINTMENTS SOUGHT

Independent non-executive director · Advisory board member · Strategic advisor to the CEO or chair · Committee work in strategy, partnerships, and market expansion

Of particular interest: US companies with an active or emerging Gulf strategy; Gulf organisations building US relationships; and family offices and private companies at the point of international expansion. Appointments are considered on a conflict-checked basis alongside her advisory practice.

Apr 2025 – present	Founder & Executive Partner, 4Pearls Abu Dhabi, UAE A principal-led international strategic advisory working between the United States and the Gulf.
Jun 2022 – Jul 2026	Chief Strategy Officer (fractional), Refacture, Inc. Washington, DC A critical-materials company recovering and manufacturing rare earths, silicon carbide, and other strategic inputs for semiconductors, clean energy, and advanced industry. Led market-opportunity research, partnership development, and brand from inception; represented the company in grant discussions with EU bodies and US government agencies.
Oct 2021 – Apr 2025	Group Chief Executive Officer, Aquarius Global ADGM, Abu Dhabi A multi-sector group of 20+ entities across the UAE, United Kingdom, Australia, Singapore, and Kenya, spanning healthcare logistics, safety training, water technology, and clean energy. Responsible for group strategy, stakeholder engagement, and performance oversight. Oversaw the group's hydrogen clean-cooking technology from concept to a working unit validated by Imperial College London Consultants, with a registered patent.
Jan 2020 – Oct 2021	Independent Consultant — Strategy, Brand & Aviation Advisory Dubai Execujet Middle East (Luxaviation Group): brand and marketing strategy across FBO, charter, management, MRO, and fuel through COVID-19. Engaged by KPMG (Dubai) on the restructuring of a leading regional news publisher moving from print to digital. Aircraft acquisition and fleet-structuring advisory for private clients.
Nov 2017 – Dec 2019	Global Brand & Communications Director (CMO scope), Jetex Dubai Business aviation — FBO, fuel, and charter for private, corporate, and government clients. Reporting directly to the founder and CEO, with responsibility for brand, strategic partnerships, and reputation across all markets as the company expanded into Europe and the Americas. Partnerships included HondaJet's Middle East representation.
Mar 2014 – Nov 2017	Group Director of Marketing & BD, Quintessentially MENA Dubai Regional leadership of client strategy, partnerships, and customer experience for a global private-client platform across 60+ offices. Portfolio included ADCB, British Airways, Mastercard, St. Regis, Vertu, Swarovski, and the region's BMW, Rolls-Royce, and McLaren importers. Advised the chief executive of ADCB on data and service strategy for the bank's most important private clients.
Apr 2011 – Mar 2014	Independent Consultant — Brand, Marketing & Events Dubai Freelance advisory for international companies operating in the Gulf, including engagements for AVANTGARDE, the German brand-experience agency.
2004 – Mar 2011	Founder & Principal, Austintatious Marketing & Events Austin, Texas Built and ran a marketing and events company serving private and corporate clients, including corporate events for Dell. Featured in The Knot.
2001 – 2004	Sales & Marketing, North Texas — Dermalogica Texas Advised salon and retail partners on marketing, product education, and industry trends to grow their businesses.
1997 – 2001	Leasing Agent to VP Marketing — Great West / Marathon Management Oregon Developer and manager of fourteen residential communities across the Pacific Northwest; an early mover in mixed-use development. Progressed from leasing to property management, licensed commercial leasing (Blockbuster, Domino's), and marketing and tenant-mix strategy for new communities.

CONTACT & DILIGENCE

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References from executives, partners, and institutional counterparts are available at the appropriate stage, with consent.