HANA EL MOURAD

Space Policy, Institutional Relations & Science Communications Specialist
Editorial & Research Lead

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About Me

Brussels-based strategic communicator, editor, and researcher specialising in European space policy, Earth observation, and science communication. Combines more than a decade of international journalism and publishing leadership with graduate degrees in Space Studies (Cum Laude) and Digital Humanities (Magna Cum Laude) from KU Leuven. Experienced in stakeholder mapping, audience segmentation, and institutional discourse analysis, translating technical satellite applications and regulatory frameworks into clear, credible outreach for policymakers, partners, and the public.

Work Experience

Founder, Editor & Communication Strategist | We Need to Talk About Space (www.talkabout.space)
Brussels, Belgium — 2025 – Present

- Built and run an independent research, publishing, and advisory platform covering European space policy, Earth observation, satellite navigation, and space fluency.
- Authored the Space Communication Toolkit, a framework for stakeholder mapping and audience segmentation for space ventures, research consortia, and policy communicators adapting technical evidence for institutional briefings and public outreach.
- Produce evidence-led analyses and interactive visualisations, including 24 Hours Without GPS and comparisons of European public perceptions of space budgets.

Content Strategist (Volunteer) | European Space Vision (ESV)
Brussels, Belgium — 2025 – Present

- Develop editorial strategy, policy publications, and public engagement materials for a pan-European space advocacy organisation.

Digital Content & SEO Analyst (Internship) | Zerwaste
Brussels, Belgium — February 2023 – July 2023

- Designed and ran a B2B content and search strategy using audience research and quantitative text analysis, growing traffic to more than 12,000 page views and 5,000 unique users.
- Produced search-optimised articles and LinkedIn campaigns that drew over 2,000 new users through organic search and social media.

Editor-in-Chief & Senior Journalist | Inc. Arabia, Fortune Arabia & Arabian Business
Dubai, UAE & Lebanon — 2011 – 2017

- Led editorial operations at Inc. Arabia and helped launch Fortune Arabia and Inc. Arabia in the Middle East.
- Commissioned, edited, and fact-checked features on technology, business, and public policy, applying investigative journalism standards in English, Arabic, and French.
- Interviewed founders, scientists, and institutional leaders. Managed editorial teams, contributors, and print-to-digital workflows.

Journalist & Technical Writer | Intelligile & Regional Publications
Lebanon — 2007 – 2011

- Worked with software and engineering teams to write user guides, technical documentation, and articles explaining technical workflows to non-specialist readers.

Education and Training

Advanced Master of Space Studies (Cum Laude) | KU Leuven
Leuven, Belgium — September 2025

- Thesis: Strategic Communication in the Space Sector: How Storytelling Shapes Public Perception and Policy (comparative discourse analysis of institutional communications across ESA, NASA, ESPI, and SpaceX).
- Core Coursework: Space Law, Policy, Business and Management / Earth Observation / Orbital Mechanics / Spacecraft Design / Science Communication and Outreach.
- Academic Award: Best Popular Science Paper for The Gut-Brain Axis (June 2025).

Advanced Master of Digital Humanities (Magna Cum Laude) | KU Leuven
Leuven, Belgium — September 2024

- Thesis: Can Intelligent Digital Content Build Communities and Generate Leads in a B2B Environment?
- Focus: Data visualisation, quantitative text analysis, web information systems, and digital publishing.

Master of Western Literature (Cum Fructu) | KU Leuven
Leuven, Belgium — September 2021

- Thesis: In Defense of Science Fiction: Can Sci-Fi Save the World?

Additional Training & Sector Engagement

Space Journalism School | European Space Policy Institute (ESPI) & LUISS Data Lab
Rome, Italy — September 2025

- Selected as one of 20 participants across Europe for intensive training in satellite journalism, European space policy, and the space economy (From Space Journalism to Satellite Journalism: The Big Picture).

Apocalyptic Ethics Lab | UHasselt / Research Consortium
Hasselt & Genk, Belgium — October 2026

- Participated in scenario-building and futures-wheel exercises examining long-term societal impacts of major scientific infrastructure (Einstein Telescope).

Space Ecologies Art and Design (SEADS)

- Member.

Communication & Digital Skills

- **Space & Institutional Communication:** Science communication, institutional relations, stakeholder mapping, audience segmentation, policy briefings, stakeholder engagement, public outreach, and media relations.
- **Editorial & Digital Strategy:** Newsroom & editorial management, commissioning, investigative fact-checking, SEO, content strategy, LinkedIn analytics, WordPress, Drupal, and Mailchimp.
- **Quantitative Analysis & Data Visualisation:** Corpus and text analysis, data visualisation, digital publishing, R, Python, SQL, Gephi, Tableau, Canva, Adobe Creative Suite, and CapCut.

Language Skills (CEFR)

Arabic: Native
English: Bilingual / Proficient user (C2)
French: Proficient user (C1)
Dutch: Basic user (A2, in progress)