



Munir ZAMIR is a strategic communications professional in his role as a Senior Strategist at M&C Saatchi World Services. He has been working within counter-terrorism in partnership with national and international agencies since 2006.

Munir has delivered numerous one-to-one interventions to vulnerable and radicalised individuals in community and prison settings as well as providing training to agencies and practitioners on understanding extremist

narratives across the UK and internationally.

He has created a variety of trailblazing, innovative counter-extremism and impactful communications products within the global space using animation, social media and counter-narrative themes.

Munir is a qualified teacher and has spent over twenty years in youth engagement, education and civil society work.

He also holds an MSc in Terrorism Studies from the University of East London and has served as a peer reviewer for the *Perspectives on Terrorism* journal.