

PROFESSIONAL EXPERIENCE

Marketing & Communication Consultant (Freelance)

Beirut | Aug 2021 – Present

- Assisting in developing and executing the E-Government marketing campaign for Kurdistan Regional Government in Iraq
- Restructuring a growing independent Communication Agency in Iraq, introducing best practices, staffing and training
- Acting as interim Marketing Director for one of the world-class Lebanese cosmetic brands for the Gulf and Levant region

HAVAS WORLDWIDE (Part of Vivendi Group)

Beirut, Doha | Oct 2018 – Aug 2021

HAVAS is a global communication group headquartered in Paris and present in 100+ countries.

Managing Director for the Levant region + Qatar

- Managed the operations of Havas Creative, Digital and Media agencies in Lebanon and Qatar
- Supported Havas KSA offices across a wide range of services including strategy, content creation, web development, online media buying, etc.
- Planned and launched successfully the Global PR Campaign for the 4 Riyadh Big Projects: Green Riyadh, Riyadh Park, Riyadh Arts, and Sports City
- Managed clients portfolio that included Bel Group, Reckit Benckiser, Emirates Airlines, LG, Air France, Sanofi, Total, and UNDP

CHEIL Worldwide (Part of Samsung Group)

Dubai | Oct 2015 – Sep 2018

CHEIL is a leading global integrated marketing, communication and media network. Active in Digital, Media, and Experiential Marketing, it caters for all Samsung marketing and communication needs worldwide, as well as other top multinational clients.

Chief Growth Officer – MENA region and Turkey

- Based in Dubai, and co-leading a staff of ~400 in the Levant, Saudi Arabia, UAE and Turkey markets
- Restructured and drove the Digital Unit in Dubai
- Acquired new accounts and grew existing ones: Virgin Mobile, Etihad Airlines, Du Telecom, Nespresso, Energizer, Renault, etc.
- Represented Cheil MEA in Global Forums such as IAA, Cannes Awards, Global Samsung Forums in Seoul

MCN Holding – FP7/McCann (Part of IPG Group)

Beirut, Damascus, Dubai, Erbil | Sep 2007 – Sep 2015

MCN is a leading advertising and marketing communication agency network active across the MENA region. It holds several companies: FP7, the region's largest advertising agency network; Weber Shandwick for PR & Advocacy; three media agencies including Universal Media; the creative agency LOWE; Momentum for demand activation and retail; and others. MCN is part of Interpublic Group, the world's leading advertising network.

Managing Director for Iraq (Jan 2013 – Sep 2015)

- Established MCN offices in Erbil and market presence in Iraq to cater for the entire country
- Acquired major businesses in a record time (Orange Telecom, Land Rover) and grew existing ones
- Managed a portfolio of multinational & local clients including Unilever, L'Oreal, Ford, Coca Cola, etc.
- Hired, trained and coached a multidisciplinary local team, and rapidly developed solid capabilities

Managing Director for Syria (Oct 2009 – Jan 2013)

- Led a team of 55 including the MDs and staff of the specialized agencies – FP7, Universal Media, Weber Shandwick, and Momentum - as well as corporate support functions
- Grew and managed a portfolio of multinational and regional/local clients generating ~\$20M yearly: MTN, Unilever, L'Oreal, Candia, Coca Cola, Samsung, Nissan, Majed Al Futaim, etc.
- Re-enforced the leadership position of MCN in Syria (double the turnover of the market's number 2)
- Achieved various awards, including the MENA Cristal Gold Award 2011 (for MTN Telecom), first international award won in Syria's advertising history

Growth and Development Director for the Levant region (Sep 2007 – Oct 2009)

- Led all new businesses/pitches for Lebanon, Syria, Jordan and Cyprus for all MCN companies, mainly FP7, UM, Initiative, Momentum, Weber Shandwick and LOWE
- Was instrumental in growing existing businesses and acquiring new ones, including the first global business for FP7 (MTN Telecom), Nana, Nescafe, Candia milk, etc.

Publicis Graphics (Part of Publicis Group)

Dubai | May 2001 – Aug 2007

Publicis Graphics is a leading total communications agency in the MENA region, part of the global Publicis Group.

Fastest track promotion from Strategist to Communication Director, then Regional Communication Director

Regional Communication Director (Dubai) (Jun 2006 – Aug 2007)

- Based in Dubai covering the entire MENA region, with particular focus on GCC markets
- Developed Communication Plans including setting communication strategies and through-the-line activities for the launch and maintenance phases of products lifecycles for different clients/products across various industries
- Led client servicing and day-to-day operations and assured top quality of works and deliverables for multiple accounts including Nestle, Red Bull, Audi. Guided, trained, mentored, coached, and supervised a team of executives

MISCELLANEOUS

- Holds an **Executive MBA** from **ESCP Business School** (2021)
- Holds a **BA in Advertising and Marketing** from **Notre Dame University** (1999)
- Completed multiple training programs, including Berlin School Leadership Program (2014)
- Fluent in Arabic, English and French