

RICHARD EL HACHEM

My task is to drive your integrated marketing to succeed in the digital area



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**DIGITAL AND
INTEGRATED
STRATEGIST
WITH A CLEAR
FOCUS ON
BUSINESS
RESULTS.**

LEBANESE LIVING IN
BEIRUT WITH REGIONAL
AND GLOBAL OUTREACH.

**OVER 23 YEARS
OF EXPERIENCE
ACROSS MENA
AND BEYOND.**

I BELIEVE THAT
MARRYING MAGIC AND
LOGIC GENERATES THE
MOST EFFICIENT AND
INNOVATIVE IDEAS AND
SOLUTIONS.

Digital, Platforms and Integrated Business Consultant

With curiosity, candor, and passion, I have spent more than 23 years tackling the toughest markets, businesses, brands, and innovation challenges my clients confronted in a constantly disrupted world. My team and I had the privilege of helping local, regional and international clients navigate complexity with curiosity, rigor, and creativity.

I bring business leadership, teamwork, bold thinking and the desire to serve the best in consulting, digital thinking, digital transformation, marketing, communication, brand building, activation, analytics across a wide spectrum of industries and markets.

My starting point revolves around uncovering insights, trends, business challenges and opportunities, thinking through strategies, developing and deploying optimal omnichannel 360 solutions that deliver on measurable business goals.

Achieving objectives to gain advantage requires experience and foresight. This is why, the essence of my role is to help clients make the best decisions to move their business forward with confidence.

I am here to generate ideas to create behavior changing engagements that inspire people to bond with my clients' brands and driving brand and category growth by understanding and accelerating the Purchase Decision Journey.

My task is to bring growth and healthy business outcomes for my clients and help them evolve their business to reap the fruits in our digitally transforming world.

AREAS OF EXPERTISE: Activation - Behavioral Science - Black Markets - Brand Building - Business Management - Consultancy - Creative Enablement - Critical Thinking - Customer Engagement - Digital Strategies - Digital Transformation - Direct - Government & Public Affairs - Innovative Solutions - Integrated Leadership - Internal Communication - Negotiation Skills - Network Building - Neuromarketing - Political Marketing - Project Management - Relationship Building - Research & Insights - Retail - Rural Marketing - Social Media - Strategic Planning - Training & Development - Winning New Business.

WORK EXPERIENCE

2013 - 2/2020 **Ogilvy MENA Holding - MENA Management**

Head of Knowledge and Intelligence MENA

Counselling Managing Directors, Strategic Planners, Heads of Disciplines and 360 teams when pitching new businesses and developing key projects. Helping improve the teams' ability to solve problems, adapt, evolve to meet changing business requirements, and survive disruptive changes. Coordinating with Ogilvy Global & EMEA on new business for MENA, member of the EMEA E7 Community. Working with WPP Government Practice on new business leads for MENA. Ogilvy MENA leader for clients' satisfaction. Inspiring Ogilvy MENA teams and clients with business, communication, categories and consumers' trends and forecasts. Acting as an insights and forecasts resource on a wide array of subjects relevant to the communication industry and agency clients. Establishing and leading on the databank of case studies and learning, benefiting the network in many ways including improving efficiencies and avoiding duplication of work. Facilitating the transfer of good ideas between individuals, departments, offices and markets. Retaining and enhancing the collective knowledge as well as navigating the Ogilvy and WPP networks to build expertise teams when required. Building and promoting internal 'Best Practices' communities, keeping Ogilvy a few steps ahead of the game and its competitors.

Hunting for new business opportunities across MENA and proactively provoking new business potentials outside MENA (Winning the Baku 2015 Euro Games & Baku 2016 F1 pitches). Supporting the agency's expansion drives into new markets and territories. *Always thirsty for more.*

CATEGORIES OF WORK ACROSS MENA AND BEYOND

Alcoholic Drinks
Airlines
Airports
Automotive
Banking & Finance
Beauty Care
Business Maintenance
Car Rental
Catering & Restoration
Cinemas
Computing
Consultancy
Consumer Products
Courier & Mail Delivery
Detergents
Digital
E-Commerce
Educational Institutions
Events
Exhibitions
Fashion
Free Trade Zones
Gadgets & Toys
Government & Public Affairs
Healthcare
Home Appliances
Home Electronics & Appliances
Home Improvement
Industries
Jewelry
Hospitality
Infrastructure
Insurance & Reinsurance
International Institutions
Laboratories
Malls
Media & Entertainment
Museums & Culture
NGO
Non-Alcoholic Beverages
Office Cleaning
Oil & Petroleum
Pharmaceutical
Political
Real Estate
Sanitary
Security
Sportswear
Supermarkets
Technology Solutions
Telecom
Tobacco
Transportation
Travel & Tourism
Watches
Wellbeing

Detailed clients listing available upon request

2004 - 2013

Ogilvy Lebanon – Board Member

Business Director & Senior Strategist

(2004 – 2013)

Responsible for the leadership of the client servicing team and generation of 360 Strategic Business Planning and Communication Solutions that drive local, regional and international opportunities with the end aim of generating “sales” for Ogilvy clients. Handling new business leads and pitches.

Business Director Ogilvy Action & Senior Strategist

(2008 – 2010)

Led in parallel the newly born Ogilvy Action expertise to create purchase behavior by changing what People Do. Engaging experiences that increase conversion in physical and virtual retail; winning in the Last Mile, the Point of Sale and the Moment of Truth through Shopper, Trade, Customer Engagement, Experiential and Promotional Marketing.

Regional Director LG Electronics Levant & Senior Strategist (2009 – 2013)

Led in parallel to my Business Director responsibilities on all the LGE business units for the Levantine markets (Lebanon, Syria, Jordan, Iraq, Palestinian Territories), encompassing the mobile devices, home entertainment and appliances, along the marketing funnel and 360 touchpoints.

Regional Director Kraft Foods Levant & Senior Strategist (2004 – 2013)

Led in parallel to my Business Director responsibilities the Kraft Cheese, Tang and Maxwell House brands for Levant, with the goal to develop marketing solutions and creative work from packaging, sampling, advertising, activation, in-store and customer engagement approaches.

Regional Director British American Tobacco Levant and Yemen & Senior Strategist (2006 – 2010)

Led in parallel to my Business Director responsibilities the British American Tobacco team for Levant & Yemen, set for the development of strategies and the generation of communication material for ATL, BTL, HORECA, In-Store, Customer Engagement Programs, Internal Communication and Trade Strategies, in addition to proactive leads on strategic opportunities for Rothmans, Dunhill, Kent, Vogue, Craven A, Pall Mall, Viceroy, Lucky Strike.

Regional Director Kimberly Clark Levant North and West Africa & Senior Strategist (2004 – 2010)

Supporting in parallel to my Business Director responsibilities the Kimberly Clark regional team for Levant North & West Africa, set for the development of strategies and the generation of communication material for ATL, BTL, In-Store and Customer Engagement Programs, in addition to business development leads on strategic opportunities for Kotex, Kleenex, Huggies and Depend.

Regional Director Comium Telecom and Koz Telecom West Africa & Senior Strategist (2007 – 2009)

Led in parallel to my Business Director responsibilities the regional leadership on Comium Telecom in Africa, with a specific focus on the Ivory Coast (Koz Telecom), Sierra Leone, Liberia and The Gambia. The role encompassed the repositioning of the brand, in addition to the generation of corporate, products, promotional and activation strategies, ideas and communication material across the communication funnel and the diverse touchpoint universe through an omnichannel approach. I was also fully engaged in supporting Comium Telecom bids to expand into new markets in Africa.

Global Director & Senior Strategist “undisclosed client” – NDA still applicable (2006 – 2008)

Establishing and leading a global research and insights program across 67 countries. Analyzing markets and behavioral dynamics, leading into profiling key audiences and influencers. Development of local, regional and global communication strategies and recommendations across the 360 spectra (Advertising, PR, Activation, Digital, Influencers Programs, Media). Ideation and production of creative material to positively influence attitudes, perceptions and behaviors.

Regional Account Director Unilever Levant Egypt and Sudan & Senior Strategist (2003 – 2010)

Held the strategic and deployment roles for Unilever Mashreq on Dove, Comfort, Vaseline & Ponds business (Egypt, Sudan, Lebanon, Syria, Jordan, Palestinian Territories, Iraq, Iran), in addition to a series of budgets for Lebanon such as American Express, Sprite, Fanta, IBM, Panadol, BLC Bank, Mzaar InterContinental Resort, Avis Rent A Car, Lebanese Osteoporosis Prevention Society, Italian Cooperation for Development, Auxilia, Oum el Nour.

2000 - 2003

Levant Account Director Unilever and Nestlé & Senior Strategist (2000 – 2003)

Led the business of Nestlé (Klim, Cérélaç, Milo, Neslac) and Unilever (Dove, Comfort, Vaseline, Ponds) in Lebanon, Syria & Jordan, in addition to a group of clients for Lebanon such as American Express, Sprite, Fanta, IBM, Panadol, Gulf Air and National Bank of Kuwait.

1998 – 2000

Senior Account Manager & Syria Representative (1998 – 2000)

Handled Ogilvy's portfolio of clients active in Syria, including Nestlé (Klim, Cérélaç, Milo) and Unilever (Dove, Comfort, Vaseline, Ponds).

1997 – 1998

Account Executive (1997 – 1998)

Worked on brands such as Total, American Express, Moulinex, Consolidated Construction Company, United Biscuits, ABN Amro Bank, Foster Clarks, Middle East Airlines, Kodak, Schlotzky's Deli, Omatra, Pirelli, Jean Azar Hardware, Aurore Voyage.

1995

FP7 McCann Ericsson Lebanon

Account Executive – following one-month training

Worked on brands such as Coca Cola, BMW, Gulf Air, Timex, Portemilio Suite Hotel.

Intermarkets Team Y&R Lebanon

Account Executive – following one-month training

Worked on clients such as Foster Clarks, Klim, Johnson & Johnson, Samsung, Swissair, Radio Shack, Abido, Horse Head Tea, Ulker, Zwan, Banque du Liban et d'Outre-Mer, Link Credit Card.

1992

Groupe Plus Lebanon

Media Executive – following one-month training

Represented the following radio stations: Radio One, Switch FM, La Une, Radio Delta, Radio Wahad; in addition to the TV stations TV One and Sigma.

ACADEMIC EDUCATION

2019 - 2020	MIT Sloan School of Management - USA Through the Emeritus.org platform Digital Transformation, Platform Strategies for Success with distinction
	Columbia Business School - USA Through the Emeritus.org platform Digital Strategies for Business, Leading the Next Generation Enterprise with distinction
2018	Ogilvy & Circus Street Partnership - UK Digital Level Up Program with gold accreditation
2004 – 2005	University of Cambridge - UK Higher Professional Level in Strategic Management
2004 – 2005	Ogilvy & University of Cambridge Partnership - UK Management Development Program with distinction
1990 – 1994	Saint Joseph University - Lebanon BA in Advertising and Sales
1975 – 1990	Notre-Dame of Jamhour College – Lebanon French Baccalaureate A2 Series, Philosophy

PROFESSIONAL EDUCATION

1997 – 2019	89 Professional Trainings, Workshops and Certifications. 15 Professional Conferences, Conventions and Workgroups. 177 E-Learning Initiatives to Date.
Black Belts	Consultancy – Digital – Integrated - Social 2.0 – Strategic Planning – Sustainability – Shopper Marketing – Activation – Brand Building - Marketing in Downturn.

TECHNICAL SKILLS

OS	<i>Windows 10, Mac OS X</i>
Office Tools	<i>Microsoft Office 2003, 2007, 2010, 2013, 365 (Word, Excel, PowerPoint) iWork (Keynote, iMovie) OpenOffice 3 and 4 (Writer, Calc, Impress) LibreOffice 4 (Writer, Calc, Impress) SugarCRM Medallia NPS</i>
Languages	<i>Arabic, English, French (fluent) Spanish (read and written)</i>

REFERENCES AND RECOMMENDATIONS

References given upon request.

Recommendations available @ <https://www.linkedin.com/in/richard-el-hachem-1441142b/>