

Advertisers

Amine Sadik

**Marketing Operations Director
Middle East
Procter & Gamble**

With nearly 20 years of experience in advertising and media, Amine currently leads Marketing operations for Procter & Gamble (P&G) in the Middle East. As a Former GAM vice president and board member of advertising associations in Saudi Arabia and the UAE, Amine has made significant contributions to the industry. He is an award-winning advertiser recognized across several continents for his innovative and impactful campaigns.

Statement of Interest:

1. Leadership and Strategic Direction
 - Contribute to shaping the vision and long-term strategy of the association.
 - Play an active role in decision-making and policy formulation to advance the industry.
2. Industry Advocacy
 - Represent the interests of advertising professionals at local, regional, or global levels.
 - Advocate for ethical standards, fair practices, and innovation within the industry.
3. Enhancing Professional Standards
 - Promote education, training, and certification programs to uplift industry skills.
 - Develop and enforce guidelines to ensure ethical advertising practices.
4. Driving Innovation
 - Introduce initiatives that address emerging trends, technologies, and challenges.
 - Support and recognize creative excellence through awards, competitions, or forums.
5. Building a Stronger Community
 - Foster a sense of belonging and engagement among members.
 - Promote inclusivity and diversity within the association



Deniz Yamanel

**Business Executive Officer
Confectionery - MENA**

Nestlé

Deniz Yamanel is a highly accomplished leader and brand strategist with a distinguished career in global brand management, having held prominent positions at leading companies like Unilever, Procter & Gamble and Nestlé. Throughout her career, she has successfully overseen iconic brands such as Pampers, Always, Lipton, and luxury fragrances like Gucci, Dolce & Gabbana, SKII, and Dermalogica. Known for her expertise in brand

restructurings, omni-channel marketing, and digital transformation, she has consistently delivered transformative business results. Notable achievements include de tripling the growth of Unilever's Professional Cleaning division, repositioning Maille as a global premium brand, and driving \$1 billion in regional growth for Procter & Gamble's Prestige portfolio across Asia Pacific.

Currently, Deniz serves as the Business Executive Officer for the Confectionery Division at Nestlé MENA, where she leads the transformation of a diverse portfolio of over 20 brands across 19 countries. This role marks her second appointment in the dynamic Middle East region, which she now calls home. She considers herself a highly adaptable and resourceful leader, drawing from her experience working across multiple continents.

Deniz is also deeply committed to embedding sustainability and ethical practices within brand strategies. Her leadership in navigating complex markets and her focus on high-performance team building make her an asset to any initiative aiming to raise industry standards.

Statement of Interest:

As the Business Executive Officer for Nestlé MENA's Confectionery division, I am honored to accept the nomination to join the Board of the Advertising Business Group (ABG). My extensive experience in global brand management, digital transformation, and sustainability aligns seamlessly with ABG's mission of promoting ethical, effective, and innovative advertising practices throughout the Middle East.

I am particularly eager to contribute to ABG's initiatives in the following 5 key areas:

1. Driving Positive Disruptive Advertising: I aim to help ABG develop advertising practices that center on societal & environmental responsibility and align with international ESG standards.
2. Advancing Digital and AI Innovation: Having led successful digital transformation initiatives at both Unilever and Nestlé, I am excited to lead together with ABG community in leveraging emerging technologies/ AI to craft impactful, data-driven campaigns while maintaining transparency and accountability.
3. Promoting Higher Ethical Standards in Advertising: I am passionate about ensuring advertisements are inclusive and reflect the values and cultural diversity of the Middle East audience. My goal is to foster advertising practices that align with these principles, whilst enhancing the resonance and effectiveness of campaigns.
4. Building Industry Collaboration: Drawing from my multinational leadership experience, I am committed to fostering collaboration between advertisers, agencies, and media owners to tackle shared challenges, such as data ethics, transparency, and regulatory compliance.
5. Mentoring the next generation: I am enthusiastic about supporting ABG's efforts to develop the future leaders of the advertising industry. I hope to contribute to the on-going growth and success of the regional advertising sector.

With my passion for sustainability, innovation, and collaboration, I am confident that I can make a meaningful contribution to ABG's mission. I look forward to the opportunity to work closely with the board in shaping a progressive and responsible future for advertising in the Middle East.

Mahmoud Maghraby

Regional Media Director Mars Gulf General Trading

Mahmoud is the Regional Media Director for Middle East Africa and Global Emerging Markets at Mars and is a core member of the Strategic Demand Leadership team. He has more than 20 years of experience in the media industry across major media houses before moving to Mars.

Mahmoud is known for driving omnichannel strategies and transformational digital solutions. In his current role he leads media strategies inspiring moments of everyday happiness to consumers across the Middle East Africa, India, Asia, Brazil, Latin America, and Australia through iconic brands such as GALAXY®, M&M's®, SNICKERS®, Extra®, KIND®, Whiskas®, among many others. Prior to joining Mars and moving to the other side of the media ecosystem, Mahmoud held multiple roles for three of the major media agency groups in the region – IPG, Publicis, and WPP – from buying, planning, client partnerships to heading the strategic planning function across MENA.

Mahmoud drove engaging media strategies across industries such as Nakheel, Nokia, McDonald's, as well as for major consumer goods conglomerates such as Procter & Gamble, GSK, Coca-Cola, and Mars. Throughout his career, Mahmoud has developed a passion for cultures, consumer psychology, and building meaningful consumer experiences.

Mahmoud has called the UAE his second home for over 17 years, he resides in Dubai with his wife Sarah and is a father of two handsome boys. He takes delight in traveling, BBQing, and spending time with his family. His obsession with technology and gadgets can also get him geeky sometimes.

Statement of Interest:

As the Global Emerging Markets Media Director at Mars, I oversee media strategy and execution in the fastest growing region for Mars across LATAM, MEA, Asia, and Australia – I have been in Media for almost 20 years between Agencies & Advertising side.

Mars & I are deeply committed to the ethical, effective, and innovative advertising practices that ABG champions, via our core 5 principles Mutuality, Quality, Responsibility, Efficiency & Freedom – My extensive experience in the industry, coupled with my passion for driving impactful campaigns and Mars active role in our region for more than 50 years aligns perfectly with ABG's mission.

I am particularly interested in:

- Elevating the Standards of Advertising: Promoting ethical practices and ensuring that advertising campaigns are socially responsible and culturally sensitive.
- Driving Innovation: Fostering a culture of innovation and exploring emerging technologies to enhance advertising effectiveness responsibly.
- Strengthening Industry Collaboration: Building strong relationships with key stakeholders, including advertisers, agencies, and media owners, to address industry challenges and opportunities.
- Developing Future Talent: Supporting initiatives that nurture and develop the next generation of advertising professionals.

I am eager to contribute to ABG's ongoing success and help shape the future of the advertising industry in the Middle East.

I look forward to the opportunity to serve on the ABG Board of Directors.

Olfa**Messaoudi****Chief Digital & Marketing Officer
L'Oréal Middle East**

Olfa Messaoudi is the Chief Digital and Marketing Officer of L'Oréal Middle East. With 20 years of experience, Olfa exudes a wealth of knowledge within digital and marketing transformation. She has worked alongside global brands and agencies across the US, Europe, Asia, and the Middle East.

In her current position, Olfa leads all aspects of L'Oréal's marketing efforts in the GCC, including business strategy, digital, media, e-commerce, platforms, services, market intelligence and consumer insights.

Olfa joined the L'Oréal Group in 2010 as the Global Digital Manager for Lancôme, where she oversaw the digital transformation of the brand including 360 activations, e-commerce, and customer relationship management.

In 2014, Olfa moved to Dubai to join the L'Oréal Middle East Luxe Division as the Regional Head of Digital. She played a key role in the acceleration of

e-commerce within the region and had an immense influence in the digital front where she led the luxury transformation. Olfa also took part in media upskilling and hackathons with L'Oréal's partners and brand animations.

In 2017, Olfa returned to Paris as the Global Vice President of digital, E-commerce and customer relationship management for YSL Beauty. She has significantly contributed to the acceleration and growth of E-commerce of the brand. Olfa also enhanced YSL Beauty online to offline consumer experience through services and beauty tech roll out with a strong upgrade of online animations.

Prior to her current role, Olfa joined the SAPMENA Luxe Management Committee in 2021 in Singapore as the Chief Consumer Experience Officer. Apart from playing an instrumental role in enhancing the online to offline consumer journey, Olfa set the foundation for the customer relationship management transformation. She also implemented new frameworks that fostered seamless consumer experience across media and e-boutique.

Olfa is a French Tunisian national and holds a Master's degree in E-commerce with a specialty in Marketing from Université Paris XII.

Beyond my professional work, I am a mother to a wonderful daughter, which fuels my passion for women's empowerment and creating inclusive opportunities in the workplace. I am also an avid traveler and fitness enthusiast, believing that a healthy body fosters a healthy mind. My commitment to innovation and the transformative potential of AI drives me to continuously explore new frontiers in marketing and technology.

Statement of Interest:

As the Chief Digital and Marketing Officer at L'Oréal Middle East, I am honored to accept the nomination to serve on the Advertising Business Group (ABG) board. With over 20 years of experience in digital and marketing transformation across global markets, I bring a deep understanding of consumer behavior, brand building, and innovative marketing strategies, particularly within the beauty industry.

At L'Oréal, we have successfully integrated sustainability, digital transformation, and inclusive marketing into our core strategies. This experience aligns seamlessly with ABG's mission to promote ethical, effective, and innovative advertising in the Middle East. I am eager to contribute to ABG's initiatives by:

- **Championing Sustainability in Media:** Leveraging L'Oréal's commitment to sustainability to advocate for responsible and impactful industry practices, supporting ABG's efforts to reduce emissions in the advertising sector.
- **Driving Innovation with AI in Marketing:** Sharing insights on how artificial intelligence can enhance marketing effectiveness, providing valuable perspectives for ABG members exploring technology-driven growth.
- **Regulatory Engagement:** Participating in discussions on evolving media regulations to ensure ABG and its members remain proactive and compliant with industry standards.
- **Regional Market Expansion:** Supporting ABG's ambition to expand into Saudi Arabia by offering insights into consumer engagement, market entry strategies, and partnership opportunities, particularly within the beauty sector.

I am confident that my expertise and dedication will contribute significantly to ABG's mission to elevate industry standards and foster growth across the Middle East. I look forward to collaborating with fellow board members to drive positive change in the region's advertising landscape.

ABG Board Nominee

Omar A. Katerji

**Head of Media
Ferrero Trading Lux**

Omar A. Katerji currently serves as Regional Media Head at Ferrero Gulf, a position he has held since 2014. His role entails formulating integrated, multichannel, and optimal media plans across brands and campaigns – and ensuring that they're tied to tangible measures and outcomes. Omar boasts more than 19 years of experience in the region's complex, fast-evolving media industry. To date, he has worked with renowned, multinational brands across key sectors including FMCG, Financial services, Real estate, Hospitality and Automotive. Over the years, he has been responsible for the development and implementation of award-winning brand strategies – amassing both global and regional accolades. Specialties: Consumer, Advertising Media Planning/Buying, Digital & Social, Communications Planning & Media Investment Management

Statement of Interest:

Ferrero is dedicated to fostering innovation and collaboration within the ABG. We believe that serving on the industry board aligns with our commitment to shaping the future of our sector and ensuring sustainable growth. Our participation will not only enhance our understanding of industry trends but also allow us to contribute valuable insights from our extensive experience in Media.

Our nominee, Omar A. Katerji, brings a wealth of knowledge and a proven track record in his role within our company and the industry. By joining the industry board, we aim to actively engage in discussions that influence industry policies, promote best practices, and foster partnerships that benefit all members. Our goal is to ensure that the industry's collective voice is heard and that we work collaboratively on challenges and opportunities that lie ahead. We are excited about the prospect of contributing to the board's mission and helping steer the industry toward a prosperous future.

ABG Board Nominee

Sevgi Gür

Chief Marketing Officer Property Finder

I am an experienced & award-winning global marketer, a digital evangelist with 15 years' experience in FMCG, Fintech. During my time in Unilever, I worked across country P&L roles and Global and Regional Roles in Beverages, Ice-Cream, and Home Care with rich exposure to Middle East & Africa and Europe and LATAM. Recently, I had an opportunity to go deeper in digital and performance marketing working in B2BC companies to have 360-degree marketer profile and helped them to create a brand -routed in purpose. I am an Instead Alumni and hold B.S. Psychology from Bosporus University. Value creation through Branding & Purpose & Sustainable Innovation and Digital are my key competencies, leading all from design to deploy. I am passionate about design, yoga and artificial intelligence.

Statement of Interest:

I am a global marketer driven by a deep passion for crafting brand and communication strategies that deliver business results and cultivate brand love. The mission of AGB to promote ethical, responsible, and sustainable advertising practices in the UAE perfectly aligns with my values and professional aspirations.

Throughout my career, I have had the privilege of representing and collaborating with some of the UAE's most renowned brands across diverse industries—ranging from FMCG to fintech, media, and now proptech. Currently, at Property Finder—one of the region's largest tech companies and leading advertisers—I have played a pivotal role in transforming our advertising strategy. By embedding sustainability and measurability into every decision, we not only strengthened our brand but also tripled our company revenue in the past three years, elevating Property Finder to unicorn status.

As the advertising landscape evolves rapidly, driven by advancements in technology like AI and the UAE's ever-changing dynamics, I believe we are at a pivotal moment to redefine the industry. From creative development to market execution and measurement, the opportunity for transformation is immense. I am passionate about actively contributing to this evolution by bringing Property Finder's perspective to the platform and sharing insights shaped by my experience in the tech and startup ecosystems. Together, we can create a more innovative, responsible, and impactful future for advertising.

Shazia Syed

**General Manager Personal Care
Unilever Arabia, Turkey, Pakistan &
Bangladesh & Head of Unilever Arabia**

Unilever Gulf

Shazia Syed is an accomplished business leader and was earlier this year appointed as the General Manager of the Personal Care Business Group, Unilever Middle East and Turkey, while additionally Leading Customer Development for Unilever Arabia. Prior to this appointment, Shazia served as the GM of Unilever North Africa, Levant & Iraq based out of Egypt, while also Leading Customer Development in Arabia. With an extensive career at Unilever spanning over three decades, she has held various senior management positions across multiple categories and markets. Shazia's expertise extends to the global level as well, when she served as the Global Executive Vice President for Unilever's Tea business.

Prior to that, she served as the Chief Executive Officer and Chairperson of Unilever Pakistan, demonstrating her exceptional leadership skills.

She has also served as the Chairperson of Unilever Sri Lanka. Shazia is actively involved in various activities beyond her executive roles. She has been the President of the Overseas Investors Chamber of Commerce and Industry (OICCI). Additionally, she serves as a Board Member of the Advisory Council at the British Asian Trust and the Advisory Board of the Male Champions of Change-Pakistan. Shazia is also a Trustee at The Duke of Edinburgh's Award Foundation Pakistan and a Member of the Board of Governors of the National Management Foundation.

Dedicated to promoting diversity in the workplace, Shazia is an advocate for empowering and facilitating working women from all backgrounds and in all sectors. She believes that creating an inclusive environment should be a top priority for every business leader. With her impressive track record and commitment to driving positive change, Shazia continues to make significant contributions to the success of Unilever and the wider business community.

Earlier this year, Shazia was recognized as #9 amongst The Middle East's 100 Most Powerful Businesswomen 2024 by Forbes Middle East. She has also been recognized by OICCI for her contributions with the 'Iconic Corporate Women Leaders Award 2023'.

Statement of Interest:

Unilever is keenly interested in joining the Advertising Business Group Board to further our commitment to sustainable and innovative marketing practices. As a global leader in consumer goods and one of the largest advertisers globally and regionally, Unilever has consistently championed responsible advertising that not only drives business growth but also promotes positive social and environmental impact. It led the set up of the ABG in 2016 and has since chaired it. Under its leadership Unilever has also championed the delivery of a number of its agenda item's within the ABG – showcasing its continued commitment to the ethical practices and ABG growth.

Shazia is a driver of change and progress having been actively involved in various Associations and Councils through her career – including President of the Overseas Investors Chamber of Commerce and Industry (OICCI), Board Member Advisory Council at the British Asian Trust and Advisory Board of the Male Champions of Change-Pakistan. She is also a Trustee at The Duke of Edinburgh's Award Foundation Pakistan and a Member of the Board of Governors of the National Management Foundation.

Shazia is dedicated to promoting diversity in the workplace and an advocate for empowering and facilitating working women from all backgrounds and in all sectors. Additionally, under her leadership in the region Rexona has entered a historic three-year partnership with the Saudi Arabian Women's National Football Team, with the aim of supporting the development of women's football in Saudi Arabia at all levels – grassroot initiatives to elite national teams. This marks the first official partnership for the Kingdom's Women's National Programme since its launch in 2021.

Ad Agencies

Amer El Hajj

Chief Executive Officer GroupM MENA

Amer's experience in the media industry began with Starcom MediaVest Group in 2004. After his five-year tenure as GM of MediaVest Dubai, he led VivaKi trading and investment, garnering recognition for his exceptional performance as Head of Trading and Commercial for MENA. He was promoted to Publicis Media Chief Investment Officer of MENA, where he oversaw the group's commercial, investment, and programmatic portfolio, leveraging his unmatched negotiation skills to drive success.

Today, Amer is the CEO of GroupM MENA, spearheading the transformation of WPP's media investment holding group in the region and steering it toward a leadership position not just regionally but on a wider global scale. Amer is a trusted advisor to international and local clients, aligning media strategies with business goals and providing strategic leadership to enhance market presence. He is also a deeply passionate leader who prioritizes nurturing talent and cultivating a culture of transparency across the group, its agencies, and specialized practices.

His commitment to empowering individuals and fostering open communication drives the organization's success and innovation.

Outside work, Amer enjoys nature activities, such as cycling and spending quality time with his family.

Statement of Interest:

Amer's vision aligns seamlessly with the Advertising Business Group's (ABG) mission to foster ethical advertising through self-regulation in the GCC. As CEO of GroupM MENA, the world's largest media investment company, Amer has been instrumental in embedding GroupM's Responsible Investment Framework across the organization in the region. This framework champions critical pillars such as brand safety and suitability, data ethics, diversity, equity, and inclusion (DE&I), responsible journalism, and sustainability—values that directly resonate with ABG's goals.

In a short time, Amer has distinguished himself as an influential industry leader, passionately driving meaningful change while shaping a transformative vision for the advertising ecosystem. His holistic leadership approach ensures GroupM is not only evolving internally but also setting industry standards, particularly in DE&I and sustainable practices.

Amer's dedication to ethical advertising is evident in his active involvement in thought leadership and contributing to critical industry conversations. This year, he has been a leading voice for change at platforms like the Capital Club's 'Unlocking Diversity' for MENA members and the 'Next Era: Growth Session' on integrating DE&I in the workplace.

Joining the ABG board would further Amer's efforts to lead the highest ethical standards across the region's advertising landscape and set new industry benchmarks in MENA.

Elda Choucair

Chief Executive Officer Omnicom Media Group

Elda Choucair is the CEO of Omnicom Media Group MENA, spearheading the group's growth and transformation since 2021. With a 19-year tenure at Omnicom, she has a proven track record of delivering exceptional results, driving the group's digital and technological advancements. The agency brands under her leadership have consistently been recognized as top performing companies in the region, earning accolades at Effies MENA, Dubai Lynx, and MENA Digital Awards and recognised by COMvergence.

A champion of positive change, Elda is committed to creating a more equitable and sustainable industry locally and globally; in 2024 she participated in the global initiative to develop the Inclusive Media 3Bs Toolkit launched in New York by UN Women during the Unstereotype Alliance Global Summit; Cannes Lions announced her as an Awarding Jury in 2024 for Media Lions. Regionally she's been recognized by Forbes (100 Most Powerful Arab Businesswomen/Global Meets Local), Arabian Business (Dubai 100) and Campaign Middle East (Power List).

Statement of Interest:

OMG believes in collaborating with the industry leaders to elevate the quality of practices and how stakeholders work together to create growth but in a sustainable, responsible and fair way.

I have spent the past 6 years serving ABG Board, and I'm deeply invested and extremely excited to continue contributing as a Board Member.

Tony Wazen

Chief Executive Officer Publicis Media



With an experience stretching over a span of 20 years in the Middle East, specifically in the Marketing and Media Industry. Known for strong strategic thinking across all areas of marketing and communication planning. Tony's broad knowledge in several disciplines such as strategic planning, in depth brand communication, health management solutions, and marketing performance has driven business and marketing transformation for various global, regional, and local clients.

Having been with Publicis for the past 15 years, Tony is currently the Chief Executive Officer at Publicis Media Middle East, responsible for and leading all the media brands and media assets. His journey in Publicis Groupe began with Optimedia the ROI agency in 2008 where he transitioned into the role of Managing Director until 2019.

Then he was assigned Chief Executive Officer at Digitas and launched the brand in the Middle East. With the launch of Digitas he played a pivotal role in its rapid growth, making it a key pillar agency for Publicis Groupe in the Middle East.

Tony's primary focus is propelling Publicis Media's ongoing transformation journey forward. This includes prioritizing talent development and driving the continual growth and evolution of the media business, along with future-proofing the products and services to ensure remaining competitive and relevant in today's evolving landscape. He is an elected member of the International Advertising Association (IAA) UAE, and a member in the Young President Organization (YPO).

Statement of Interest:

Publicis Media is the leading media group in the MENA region, renowned for its scale and advanced capabilities. It encompasses top agencies such as Starcom, Spark, Zenith, and Digitas, serving a diverse portfolio of leading brands across industries, including CPG, hospitality, automotive, electronics, banking, real estate, government, and more.

Tony Wazen, the CEO of Publicis Media MENA, is a seasoned media industry expert with over 20 years of experience. He has been instrumental in driving marketing transformation, supporting CMOs in achieving success, and accelerating business growth across the region.

**Media Owners/
Representatives**

ABG Board Nominee

Hani Ghorayeb

**Chief Commercial Officer
MBC Media Solutions**

In my 30-year experience in the marketing and production industry, I've consistently championed collaboration to achieve exceptional results. In my current roles, I spearhead strategies to unlock new revenue streams and business opportunities across markets as well as state-of-the-art productions. This involves fostering top talent, developing innovative solutions, and embracing cutting-edge technologies.

Prior to joining MMS, I co-founded Blue Engine Studios. I also bring valuable experience from my time as Chief Operating Officer at Arabian Media Services.

From 2014 to 2024, I served as the IAA UAE Chapter President, where we saw many industry initiatives come to life. I am a strong believer in the power of building relationships, resilience, having an entrepreneurial mind and a continuous learning mindset.

Statement of Interest:

Joining the Board of Directors at ABG: In his 30-year experience in the marketing and production industry, Hani has consistently championed collaboration to achieve exceptional results. Prior to joining MMS, he co-founded Blue Engine Studios. He also brings valuable experience from his time as Chief Operating Officer at Arabian Media Services. He is a strong believer in the power of building relationships, resilience, having an entrepreneurial mind and a continuous learning mindset.

As the Chief Commercial Officer at MBC Media Solutions, Hani has successfully led the company's commercial operations, driving revenue growth and forging strong partnerships with clients and partners. Hani possesses a deep understanding of the MENA media and production landscape and has a keen eye for identifying emerging trends and opportunities. With a proven track record in the media and advertising industry, he brings a wealth of experience and expertise to the table and his skills and experience would be a valuable asset to the ABG Board, especially in contributing to the organization's continued success.

Walid Yared

**Chief Marketing Officer
Choueiri Group**



With a long-standing career spanning executive leadership roles, Walid's association with Choueiri Group dates back to 1993, when he was appointed Managing Director of the Group's exhibitions and trade fairs company "Promofair". In supporting the evolution and rapid diversification of the largest media representation house in the MENA region, Walid went on to lead the formation of the Group's centralized Marketing and Research Department in 2004, and has remained dedicated to strengthening the scope and depth of the Department's functional capabilities, into the new millennium and beyond. As CMO, Walid continues to play an integral role in maintaining the Group's momentum and enhanced focus on data and innovation. This led to the launch of CG's Data Department in 2015, which has gone on to support the Group's ever-increasing influence on the regional digital media landscape.

He is a distinguished member of the IAA (International Advertising Association), ESOMAR (European Society of Marketing Research Professionals), I-Com, the Marketing Society, the ABG (Advertising Business Group in the UAE), and serves as a Member of the Board of X-Media (The UAE's Cross Media Measurement Initiative by the ABG) and a Member of the Board of Trustees of the Paris 2 University in the UAE.

Walid holds both a Bachelor of Arts degree in Political Sciences, along with an MBA-Economics from Saint Joseph University in Beirut and has completed a Higher Studies Diploma in Economics (Preparatory for a PhD). He has also been known to enjoy the great outdoors as a seasoned skier and scuba diver.

Statement of Interest:

We, at Choueiri Group, are eager to contribute to the Advertising Business Group as board members, inspired by its mission to unite the industry around shared values and ethical practices. ABG's focus on promoting self-regulation exemplifies responsible leadership, fostering trust and safeguarding consumer interests while driving innovation in commercial communication.

Walid Yared – CMO, Choueiri Group, is deeply committed to fostering collaboration, addressing industry challenges, and sharing insights that elevate standards across the regional advertising landscape. By championing ABG's philosophy, we aim to actively support the establishment of common principles, best practices, and a collective movement toward higher industry standards.

Joining the ABG board offers an opportunity to contribute meaningfully to its vision of ethical integrity and excellence. Through this role, Choueiri Group looks forward to leveraging its expertise and experience to shape a thriving advertising ecosystem built on accountability, transparency, and respect for the evolving needs of consumers and the industry alike.

Media Tech Platforms

ABG Board Nominee

Amer Chehab

**Head of Agency & Ecosystem
Partnerships - Middle East, Turkey, Africa**

Tik Tok

Experienced executive with 18+ years working in digital media, transformation, entertainment and telecommunication industry. I have advised and worked with CxOs and governmental entities on strategy, digital media, business planning and marketing engagements.

Statement of Interest:

As the Head of Agency & Ecosystem Partnerships for TikTok in the Middle East, Turkey, and Africa, I am eager to bring our unique digital perspective to the ABG Middle East Board. TikTok stands at the cutting edge of digital engagement, offering creative solutions that align with the ABG's goal of driving innovation in advertising.

Our platform's focus on authentic and interactive experiences can significantly enhance the region's advertising landscape. By collaborating with ABG, I aim to foster a culture of creativity and inclusivity within the industry. My extensive experience in building strategic partnerships and understanding regional market nuances will contribute to the board's objectives of promoting sustainable growth and addressing industry challenges.

Together, we can continue creating a forward-thinking environment that embraces new technologies and sets a benchmark for advertising excellence in the Middle East.

Anna Germanos

**Group Director CPG, Retail,
E-commerce & Luxury | MENA
Meta**

Anna Germanos is a recognized thought leader in digital transformation across the Consumer Goods Retail & Luxury sectors, with over 20 years of experience in these industries in the Middle East. Her extensive background includes leadership roles at major global technology companies and a solid foundation in management consulting.

Currently Anna serves as Group Director at Meta, overseeing multiple industries covering Consumer Goods, Luxury, Retail & Ecommerce. Prior to joining Meta, she led the Consumer Goods practice at Google for MENA. Earlier, Anna spent many years in the Consumer & Retail practice at Booz & company (currently Strategy&) where she led assignments for leading private & public clients in the Middle East & Africa.

Anna holds an MBA from INSEAD and a bachelor of Engineering from the American University of Beirut with distinction. A dual French-Lebanese citizen, she resides in Dubai with her husband, two children, and their beloved cat and dog.

Statement of Interest:

As the Group Director of Consumer Goods, Retail, E-commerce, and Luxury at Meta, I am honored to be nominated to serve on the Advertising Business Group (ABG) Board. With my extensive experience in strategy, marketing and digital transformation, I bring a comprehensive understanding of the advertising ecosystem in the region, the opportunities and challenges that exist. I will also be representing Meta the global leader in innovative digital advertising and AI which in turn can contribute valuable insights and drive industry-wide progress.

I am eager to contribute to ABG's initiatives by advocating for responsible advertising practices, championing digital transformation, and supporting economic growth through collaborative industry efforts. Aligned with ABG's mission, I am dedicated to pushing advertising practices that build consumer trust and brand loyalty. Together as a Board we will aim to enhance transparency, foster collaboration, and support the development of marketing talent within the region. My experience in leading diverse teams and driving strategic initiatives positions me to contribute meaningfully to ABG's goal of creating a unified, ethical, and innovative advertising industry in the region.

Marie de Ducla

**MENA Sector Lead – Retail-Travel &
Tourism-Consumer Goods & Services**
Google

Marie de Ducla leads Ad sales at Google Middle East and North Africa, based in Dubai. She covers a number of industries from Travel, Government, Retail, Automotive, Telecom, Technology, and Fast Moving Consumer Goods.

Beyond her core role, she oversees MENA wide responsibilities at Google on competitive selling for cross channel sales teams and Industry relations. She is a member of the Dubai office Diversity, Equity and Inclusion Council and an active member of the Google Women@group. She has been a Board member and Treasurer, for the Advertising Business Group in the UAE since 2017. In this group on top of the treasurer role, she has been driving the digital workstream that aims at raising awareness of international standards in online advertising to promote ethical and responsible advertising growth especially in the domain of online fraud

and influencer marketing transparency. She has worked previously in France for the French national airline, Air France, where she was responsible for the www.airfrance.fr Sales and Marketing strategy.

Marie holds a MBA from ESCP Business School, and a License in Spanish Literature from La Sorbonne. She is the mother of two sons.

Statement of Interest:

Locally, Google has been a founding member of the Advertising Business group back in 2016 and has continuously been involved actively at the Board of the ABG. Globally, Google is similarly investing in relationships with multiple Trade bodies.

We believe in collaborating with the industry to discuss, co-create or promote standards of excellence in the advertising industry with ethics and responsibility at the core.

We aim to continue working with the ABG in this spirit and actively contribute to a responsible, ethical and sustainable advertising ecosystem. We can particularly support on providing expertise and insights on the importance of AI responsibility (safety, fairness, transparency, and accountability) - while also highlighting the value that responsible AI can provide to businesses and society.