

## SPEAKER PROFILES



YAHOO!

### **Ahmed Nassef**

Vice President, Managing Director

**Yahoo! Middle East**

Ahmed Nassef is responsible for driving the strategy and market implementation for Yahoo!'s businesses in the Middle East. Prior to this role, he was the Vice President of the Maktoob Group and General Manager of maktoob.com, the Arab world's leading Web portal and online community, that was acquired by Yahoo! in 2009.

With over 14 years of professional experience in marketing management and consulting both in the US and the Arab world, Ahmed has specialised in the implementation of direct marketing, response-based techniques to maximise the profitability of customer relationships, both online and through traditional media.

Before joining Maktoob, Ahmed was Senior Consultant with database marketing firm Cross World Network, where he developed marketing programs for Acxiom Corporation and McCann Relationship Marketing. He also served as Vice President, Marketing at Omnipod, a developer of Internet based software based in New York, and as Vice President of Marketing for Human-i-Tees, Inc., where he helped grow revenues from \$1 Million to \$45 Million annually in less than six years, making it the US's leading cause-related catalogue of products targeting the youth and education markets.

Ahmed has published articles on marketing topics for various US based direct marketing trade publications.



## **Albert Dias**

Co-founder/ Marketing Technology Director

**musafir.com**

Albert is a 28 year old entrepreneur who co-founded the UAE's first premium-experience travel website, musafir.com. He's been involved in the regional Internet advertising industry for almost a decade, and specializes in travel e-commerce and user experience planning. Albert is no stranger to the Middle East, having grown up and lived in the region for over twenty five years. He began his career as a strategist at Wunderman MENA in 2003 and quickly moved up to the position of a Technology Lead at Proximity Dubai in 2004. Prior to venturing into travel in 2008, Albert had helped deliver award-winning online user experiences for leading brands such as ADCB, Adidas, Mercedes-Benz and Showtime as Executive Producer at Proximity Dubai.

Albert is passionate about creativity in advertising, has an eye for detail and takes a keen interest in innovation. He lives in Dubai when he's not exploring the world and enjoys playing the guitar in his spare time.



## **Artour Severinov**

E-Distribution Manager Middle East

**Mövenpick Hotels & Resorts**

Artour has been working within the hospitality sector for about 10 years. After working his way up through the ranks from operations, completed his MBA specialising in eCommerce, and moved on to become the Online Business Manager for the Jumeirah Group retail division.

Within this role Artour was the project manager for the launch of jumeirahcollection.com and piloted this unique online retail establishment which included an instant payment gateway, inventory monitoring system, logistics and delivery functions as well as a loyalty scheme integration. Under his management, jumeirahcollection.com was awarded "Best Website" by Dubai Holding and "Online Retailer of the Year" at the RetailME Awards, both in 2008. In May 2009 Artour joined Mövenpick Hotels & Resorts as their E-Distribution Manager for the Middle East. In his role, Severinov is responsible for the positioning of Mövenpick Hotels & Resorts in the digital marketplace as well as driving traffic through online and offline channels.

His main focus is to take forward the e-distribution by putting viable strategies in place to achieve optimum e-channel production.



**Craig Hanna**  
Training Director  
**Econsultancy**

Craig heads up the training, qualifications and consultancy teams at Econsultancy. In 2009 the team trained over 3000 people through its public and in-company programmes, ran three Masters programmes and helped leading companies such as Mars, Time Warner, Future Publishing, Microsoft and Citibank develop their people and manage the challenges of digital adoption.

As well as running the team, Craig is also an active trainer on some of our courses, lead consultant on many of our largest projects and an active speaker on all things Digital. A formally trained marketing professional (CIM Dip) Craig has over 20 years of marketing experience, both client and agency side and understands the issues facing companies as they look to develop truly integrated communications strategies.

Prior to joining Econsultancy Craig was a partner at full service agency Designate, establishing their digital arm in 1998 and helping grow the business to over 60 staff.



## **Kristie Goshow**

Founder and Chief Opportunity Officer

**smart thinking**

Kristie is the Chief Opportunity Officer of smart thynking FZE, a recently formed Distribution Marketing Consultancy specialising in the hospitality and travel sectors.

With over six years in Dubai leading the Distribution, eCommerce and Innovation functions for the Jumeirah Group, as well as an extensive background in airline, hotel representation, agency and travel technology spanning eighteen years, Kristie is considered a thought leader in her field. Kristie's career began in 1988, with a 'Sabre' Business Travel Agency based in Reading, UK. Having acquired a First Class Honours degree in Leisure and Tourism Management from the University of North London, Kristie has since held roles in airline freight and cargo operations, CRM, marketing and corporate sales with Virgin Atlantic and Scandinavian Airlines, and eCommerce and travel industry sales with Utell/Pegasus and Le Meridien Hotels.

A past author with Hotel Executive Magazine and regular speaker at industry conferences, seminars and events, Kristie has previously served on the HEDNA (Hotel Electronic Distribution Networking Association) Board of Directors, held a seat on the Travolution Advisory Board and most currently assumed the role of Secretary for the newly formed HSMIAI (Hospitality Sales and Marketing Association International) Chapter for the UAE.



## **Rehan Khan**

Freelance business columnist

Rehan is a freelance business columnist for The National newspaper in the UAE. He is a senior business leader who has helped organisations throughout Europe, Asia and the Middle East.

Rehan's broad ranging experience covers the telecoms, IT, real estate, and private equity industries, as well as the NGO and the charity sector over a 17 year period. He has had hands-on experience at senior levels in marketing and advertising, PR, customer service, channel management, account management, product management, program management, proposition development, strategy, business planning and business transformation. He is a trained social scientist, and has an MA in Marketing & Social Research, as well as an MBA in Strategy. Some of his work can be viewed at [www.rehankhan.com](http://www.rehankhan.com)



## **Kirsten Spence**

**Digital Brand & Operations Manager**

**Jumeirah Group**

Kirsten is not only a digital professional, she is a demonstrable online enthusiast. Her internet based career took off working with Search Engine Marketing agency, Bigmouthmedia in the highly specialised field of search engine optimisation (SEO). Expanding on her knowledge and experience she worked with small businesses in Edinburgh and Glasgow to help design, build and content manage websites as well as digital marketing campaigns. Moving into a client based role Kirsten worked as the eBusiness Consultant for Resolution Asset Management.

Kirsten came to Dubai to work with the Jumeirah Group as the Web Operations Manager. Part of the role was to help develop an internal understanding of the importance of digital marketing and content management within the travel and hospitality industry, and to deliver the expectations and targets for driving revenue online as set forth by the Jumeirah Chief Executive team. During this time she helped to project manage and implement the complete rebuild of Jumeirah.com.

She continues to manage the Digital Marketing team to drive revenue through Jumeirah.com, and to deliver a seamless brand experience. Her role has since been changed to Digital Brand and Operations Manager to reflect this, incorporating the importance of brand consistency for Jumeirah online.

Kirsten has developed as an industry expert through speaking and panel involvement in global conferences. She has been interviewed by Arabian Travel News, The National and CNBC on subjects ranging from innovation in eCommerce to online revenue driving for the travel and hospitality industry. She is currently a guest lecturer at the Emirates Academy of Hospitality Management on the subjects of Web Analytics, Digital Marketing and Web Content Management and will be involved in the undergraduate eCommerce module in 2010.



AMEinfo

## **Caroline Whyatt**

Portal Manager

**AME Info**

Caroline has over twelve years experience in the online industry and has been Portal Manager at AMEinfo.com since June 2007. She oversees the site on a day-to-day basis and last year was instrumental in the site and brand 'refresh' as key stakeholder and project manager. As part of this project she managed all aspects of the launch of the new ameinfo.com/jobs site and the Businesses for Sale and White Papers sections. Caroline has also played a lead role in shaping the direction and roadmap for the current AMEInfo.com strategic plan.

Prior to relocating to Dubai, Caroline was Head of Online Project Management at O2 in the UK and has worked at numerous agencies in London. She is originally from a design background with a Degree in Typography and Graphic communication.



mediaME  
For Middle East Advertising & Media Professionals

## **Zeid Nasser**

CEO & founder

**MediaScope & mediaME**

Mr. Zeid Nasser is an Arab marketing communications professional with 15 years of experience working for media companies. His company, MediaScope, is a leading publishing/event organizing/media marketing firm. He holds an MBA in Marketing and is a 3-term Secretary General of the IAA Jordan and is a well-known figure in the region's marketing communications industry. Mr. Nasser's business activities span the UAE, Jordan and the Levant region. mediaME.com is a division of MediaScope Ltd.



**SPOT ON**  
PUBLIC RELATIONS

**Alexander McNabb**  
Group Account Director  
**Spot on Public Relations**

Alexander McNabb is group account director at Spot On Public Relations, based Dubai with responsibility for client services, counsel, management and the profitability of the firm's client account teams in the region. He has worked with information technology, media and communications in the Middle East for over 20 years, a career that brought him to the Gulf for the first time in 1986.

As a co-founder, editor and then publishing director of the Middle East's leading technology media house (ITP Ltd), Alexander launched more than 20 publications into that market over a ten-year period and was editor and publisher of leading regional titles such as Arabian Computer News and Comms MEA. He subsequently launched several market-leading publications in the Middle East children's and lifestyle media markets, including the launch of the region's first retail-tied consumer magazine, Living in the Gulf, for Spinneys.

Alexander is a well-known commentator on marketing, communications and social media issues as well as emerging technology and online communications trends and is a regular contributor to radio, television, print and web-based media. He's an experienced presenter and public speaker as well as conference moderator, MC and workshop leader. A columnist for Campaign Middle East, Alexander also writes for online media such as Arabianbusiness.com as well The Spot On Blog and his own blog.



**Robert Procter**  
Head of EMEA  
**Reality Digital**

Rob has over 15 years within the digital sector with executive and entrepreneurial experience in new media and e-commerce development on both web and mobile platforms. As the Senior Vice President, EMEA, at Adify Corporation, Rob took the company global, working with companies such as: The Guardian, Thomson Reuters, Bauer, The Telegraph and the Financial Times.

With experience in crafting global marketing and channel strategies, negotiating global partnerships, and building media sales and account teams, Rob spearheads sales and operations for Reality Digital throughout the EMEA region. Since joining Reality Digital Rob has been responsible for creating and developing RD's agency channel strategy which now see's agency's such as: Dare, AKQA, VCCP, Type3, OMD and TBWA working with the company and its technology platforms.



**J.C. Butler**  
Managing Partner  
**Dubizzle**

J.C. Butler was born in Boston, Massachusetts, grew up in Santa Fe, New Mexico and Southern California, and in 2004 received a degree in International Economics from the University of California, Los Angeles (UCLA). As a student, J.C. started a successful house painting business in San Diego, worked for a reputable PR agency in NYC, and re-branded, marketed and managed a high-end bar in Granada, Spain. After graduation, J.C. spent a year working as a business journalist & ad sales specialist on projects in Belgium, Germany and Kuwait. In 2005, J.C. Butler and Sim Whatley founded Dubizzle.com in Dubai. Since its foundation, J.C. has worked as a Managing Partner of the website, and has helped it grow into a highly trafficked staple in the UAE's web world.



YAHOO!

## **Sameh Lutfi**

Head of Client Development

### **Maktoob Research**

With 13 diverse years of extensive experience in Marketing, Business Development and Consultancy, Sameh Lutfi has gained solid hands-on and managerial experience in various domains, successfully arming himself with the required sets of skills that corporate leadership requires.

Sameh Lutfi's most recent assignment was with a leading regional e-commerce concern, as the Sales and Marketing Manager, but where his responsibility extended to leading all business development initiatives and managing the development of new value-adding products and features to this already successful online environment across the region. Sameh Lutfi is a creative problem solver who accurately assesses business requirements and needs and successfully transforms market environment challenges into tangible business opportunities.

He holds a Bachelor of Science in Management and Management of Information Systems, and is currently pursuing an MBA in Marketing and Project Management.



## **Dominic Parker**

Web Strategy

### **The Tribe**

Dominic is responsible for web strategy at The Tribe, a leading inter-disciplinary agency of over 40 people across three locations in Dubai, Bangalore and Singapore, and his specialist team executes all digital communications. After 7 years in London working for blue chips including BA and KPMG, Dominic moved to Dubai. He joined The Tribe from gsFitch where he was New Media Director. Dominic's views are often unpredictable & erratic and sometimes even insightful, but you can guarantee they are always entertaining!

Born out of the belief that there is a much fresher, inclusive and collaborative way of working, The Tribe unites people with unrivalled expertise in advertising, branding design and digital communication into one powerful team.



**Rakan Brahedni**  
New Media Relationship Specialist  
**Nestlé Middle East FZE**

Passionate about new ideas, Rakan is at the forefront of Nestlé's drive to establish itself among the region's leading innovators in digital marketing.

Born to Saudi and British parents and having lived in the USA and the UAE, Rakan bridges so many cultural divides that he is a true citizen of the globalized world. With a degree in Management Information Systems, and extensive involvement in web-based communications, he can also claim to be a true "netizen" of the digitized world. Rakan began designing for the web in 1996, around the time when the Internet was only just beginning to enter the mainstream. By 2001, he took his passion for web design to the next level and began to offer his services professionally. Over the next several years, he provided web design, web development and graphic design services to clients in the USA and UAE.

When Nestlé Middle East created the post of New Media Relationship Specialist in 2007, Rakan's multi-cultural background and extensive digital marketing savvy made him a natural choice. He has since spearheaded the food giant's online and new-media ventures, catering to 12 countries in the Levant and the Gulf.

In 2009 Rakan was elected as a member of the Advertisers Business Group Online Media Measurement Committee.



## **Lee Mancini**

**Managing Director, founder  
Sekari**

Lee Mancini is the Managing Director and founder of [www.Sekari.com](http://www.Sekari.com), an organic search engine optimisation and social media specialist digital agency based in Dubai. Lee's career spans 13 years in Digital Marketing having founded Advertising CD Ltd a multimedia marketing company which was venture capitalized by British American Insurance and became part of BA Media Plc.

Lee moved to Dubai in 2002 and started working for KLM Royal Dutch Airlines as e-Sales Manager.

Responsible for the marketing and promotion of KLM's online sales, a role which saw Lee expand his experience throughout the Middle East region. Lee then moved on to work for Jumeirah as ecommerce Manager, helping to build the emarketing team and deliver a global search engine optimisation strategy across Jumeirah's network of 11 hotels and prepare the companies ecommerce strategy for its planned expansion of 40 hotels in 3 years. Lee then moved on to Emirates Hotels and Resorts, as ecommerce manager for the newly founded and expanding hotels division of Emirates Airlines. Lee was entrusted with the delivery of an ecommerce platform and marketing strategy for the entire division.

Lee is passionate about digital marketing, search engine optimisation and social media and regularly publishes an article on SEO in Gulf Marketing Review.



## **Mark Hirst**

Managing Director, founder

### **Blue Beetle**

Mark has been in the web design and development industry for over twelve years. Following his passion for good design and usability he studied Industrial Design at Loughborough University in the UK. It just so happened that he landed his first job out of uni as a web designer on the back of his resulting portfolio and has since never looked back.

Having worked for a couple interactive agencies in London and Amsterdam he moved to Dubai in 2002. After realizing there was severe lack of good quality web development companies in Dubai he decided to go it alone and Blue Beetle was born in March 2004.

Blue Beetle has since established itself as one of the top interactive studios in the region specialising in bulletproof websites that get noticed and get results.



## **Jamie Read**

Account Director, New Media Strategist

### **TBWA\RAAD Middle East**

Jamie has over 10 years of communications experience in Canada and the UAE, having worked as a PR professional, freelance writer and journalist, web administrator, digital media consultant and news editor.

Prior to joining Ketchum Raad Middle East, Jamie worked in various communications capacities. He has extensive healthcare marketing and PR experience, as well as experience in special events, corporate sponsorship, internal marketing, branding, digital and social media.

Since joining Ketchum, Jamie has lead the agency's New Media PR Consultancy where he has conducted workshops and helped develop social media strategies for clients such as Sony PlayStation, Qatar Telecoms and Hitachi. Jamie is part of Ketchum's Global Media Network and represents the Middle East and Africa on Ketchum's Social Media Task Force.



TBWA\RAAD

## **Michael Maksoudian**

Brand Leader

**TBWA\RAAD Middle East**

Michael has 10 years of brand management experience in multinational advertising companies. He is a communication specialist with a niche in telecom brands.

Since joining TBWA\RAAD, Michael has been working on major digital project launches across MENA. He is a technology and digital aficionado (and is known in the twitterverse as @movieblogbuster.)



Google

## **Husni Khuffash**

Regional Manager

**Lower Gulf and Levant, Google**

Husni Khuffash is Google's Country Business Development Manager for the UAE, Lower Gulf and Levant. He is responsible for developing and exploring strategic and operational initiatives in the region as well as providing market expertise for identifying growth opportunities for the region.

Husni is an entrepreneur and management professional with over 13 years of extensive experience in business development. During his career Husni has focused on analyzing business trends to establish business growth strategies, researching market structure and spearheading strategic initiatives to build business from the ground up, including efforts on revenues, marketing, sales and regional growth.

Before joining Google as a consultant, Husni founded his own enterprise – CommYOUunity, a specialized consultancy focusing in business development, sales structuring, e-marketing and online strategies. Prior to that he worked as Regional Manager for maktoob.com, the world's largest Arab web portal. During his time there, Husni set up the revenue model for Maktoob, establishing it as the leader within the online advertising industry in the region.

Husni's biggest passion is for the emerging markets, particularly the Middle East, considering the vast degree of cultural diversity and challenges it faces. He is fascinated by

the role that technology plays in empowering people in those communities and has dedicated his career towards that passion. He was awarded the Best Marketing Campaign in 2009 by Jumeriah Group, and was included in Digital Broadcast Magazine's top 20 list of individuals shaping the MENA region's digital media for 2010.



## **Mohammad Khartabil**

Sales Manager

**ikoo**

Mohammad has been an integral part of ikoo, the company previously known as e Marketing, since its inception. As a start-up, he was exposed to various functions within the company. Mohammad helped in expanding the business on many fronts. He also played a vital role in building a credible name in the market. On the publisher's end, he managed to grow the number of publishers and maintain healthy relationships with the backbone of the business. While on the advertiser's end, he maintained great relationships with clients, opened new channels and helped in educating the market about digital marketing. Operations wise, he managed to set processes, grow the team, and manage a team of 11 at a young age.

Due to his achievements in his different responsibilities, he took on the lead in managing sales, which is a position he currently holds. Providing advertisers flexible and unique offerings allowed him to increase portfolio of clients, thus increasing sales significantly, single-handedly bringing in 80% of 2009's total sales.

Mohammad will complete 5 years with ikoo by November 2010. Besides his passion for digital marketing and commitment to work, he is a self-starter, highly organized, detail oriented, and able to work with all levels in the organization. Mohammad enjoys extreme sports, travelling and photography.



## **Sayed Abu Diwan**

Digital Manager

**General Motors Middle East**

Sayed obtained his B.Sc. in Computer Science at the American University of Beirut. He has been working in the online industry for over seven years, having begun his career in Abu Dhabi at Worldsites Network as an Internet Marketing Consultant, before joining GM Middle East in Dubai as the eCommerce and CRM specialist.

Now GM's Digital Manager, Sayed has helped develop the infrastructure and foundation of their online presence, integrating digital marketing into the mainstream and offline marketing. He has worked specifically on developing the web platform, processes, digital strategies, best practices, tools, metrics and emerging technologies to help in increasing digital penetration into the company's marketing mix. Over the years, Sayed has been involved in some work on CRM initiatives, more recently, various social media projects.

You can follow Sayed on Twitter: [@syd\\_congrejo](https://twitter.com/syd_congrejo).



## **Brendon Ogilvy**

VP. Digital Insights (Global)

**Effective Measure**

Brendon has over 14 years experience working in the market research industry. Over the last 10 years, he has shifted his focus entirely towards online research. Brendon is a former research director at Yougovsiraj and research analyst at Emirates Airline.

Brendon is now VP of Digital Insights at Effective Measure. The company provides cutting edge digital audience measurement, website rankings, internet demographics and market intelligence for website publishers, media agencies and digital marketers. With unique demographic technology, Effective Measure gives advertisers more representative, continually evolving demographic profiles.



## **Fadi Khater**

**Marketing & Communications**

**Media Lab, DU**

Fadi is a telecom and new media advertising specialist. Some of his experience includes his work on high profile product launches, such as a new Saudi Telecom brand (for Leo Burnett, Saudi Arabia) and MTC-Vodafone as the second telecom operator in Bahrain, at JWT Bahrain.

At Leo Burnett UAE, he worked on the launch of DU as the second mobile operator in UAE and at du Media Lab (MENA) he has been involved in a new digital media project across the region.

Fadi has given many lectures on telecoms, from advertising to branding, brand architecture and customer interaction to a variety of audiences including Leo Burnett offices across Central and Eastern Europe, the Delta Partners consulting group and many more.



Google

## **Zeinab Karaki**

Account Strategist (MENA region)

**Google**

Zeinab's role at Google is to focus on marketing and budgeting, with the aim of attracting more advertisers. She works on customer education and awareness, as well as alongside various advertising, media and FMCG agencies towards building them proposals and campaigns. She is involved in providing digital strategies for Google's advertisers and is a point of contact for the GAGA (Google Advertising Growth Agents) initiative in the Middle East and North African markets.

Zeinab graduated from the American University of Beirut with an MBA. in advertising & marketing.



Google

## **Tarek El Yafi**

Account Manager (MENA region)

**Google**

Tarek is a training specialist at Google, focusing on customer education for the Middle Eastern and North African markets. His work includes providing scalable solutions to advanced online advertising campaigns, and developing digital strategies for Google's advertisers.

Tarek graduated from the American University of Beirut, having specialised in business information systems and operation research as well as marketing & communication.



## **Ken McEwan**

### **Sekari**

Ken McEwan is the driving force behind the operational activities of Sekari. With over 10 years of engagement with the internet he has a wide-ranging knowledge of Internet marketing, applications and development.

Previously Director of Operations in the UK for MediaCo, he is recognized as an expert in the field of search engine optimization and is often called upon to speak at industry events on online marketing strategies.

Recent appearances include TV and radio in Singapore, discussing the growth of online marketing in South East Asia.

Ken has a post graduate qualification and 1st class Honours degree in mechanical engineering and his career started with the development of complex computer models to represent real-life events such as car crashes.

This use of computers quickly developed in to an interest in the technical aspects of the internet and website development.

Indeed, Ken was previously responsible for building intranet sites when the internet was still only accessible by academic institutions, and not thought to be commercially viable! His interest in the internet further developed over the years with the main focus being the fields of search engine optimization and online marketing.

Prior to MediaCo, Ken ran a website hosting company specializing in non-standard applications.

This varied background gives him a unique insight in to both the technical and marketing requirements to deliver successful online marketing campaigns.



## **Xavier Gregory Layre**

Chief Architect

**Media Lab, DU**

I'm a traveller. Always hard for me to stay in place as I often need to search, discover and analyze everything. Places or cities, people or cultures, techniques or technologies, mind or body and of course ideas or concepts. All for me are destinations and as we all know it's the journey that counts.

At 39, I lived all around the world, including US, UK, KSA, Egypt, Spain, France, Netherlands, Canada, Tanzania, and visited every continent on our planet. I worked and explored many trades from IT to Creative, from Marketing to Operations and going through both the corporate and the entrepreneurial start-up world. I contemplated several ideologies being an anarchist in my teens, a hard core communist at twenty two, to becoming a driven capitalist in my early thirties and back again today to softer notions and probably settling down as a simple humanist. I explored the realm of the arts; through school first with ten years of Theatre acting and even wrote, directed and produced my own play.

Then with music and keyboards being a pianist since the age of six and today currently developing a photography project. Religion for me has always remained a fantastic ground for search and discovery, still not sure to date if it's a philosophy, an escape, a shield, an excuse, a crowd control tool, or simply a dream. Mother nature and its animal kingdom is the source of my most enjoyable voyages and often I deeply regret that we humans ever dared touching and abusing it. Which brings me to the endless discovery of the human mind and the people that cross my path. I like them in general, I admire some in particular, I resent others specifically but overall I don't understand most of them, which in itself leave an infinite distance ahead of me, should I want to travel there.

But I guess here the journey starts with me.



**Omar Faez Koudsi**  
CEO and Co-Founder  
**Jeeran**

Working hard at getting his economics degree from Brigham Young University (Utah, USA) did not prevent Omar from becoming heavily involved with the online world when it became mainstream in the US in the late nineties.

At the age of 20, after experimenting with several models online and witnessing the rise and fall of several Internet giants, Omar and his friends launched Jeeran in 2000 during their university careers.

He returned to Jordan a year after and worked at the family's software development company and established the first Network Security Center in the region. In 2003, Jeeran started showing a lot of promise; Omar decided to work on it full time believing in the potential even though it had yet to start making revenue at the time.

Five years and two VC rounds later, latest investment being from Intel Capital, Jeeran is the largest User Generated Content portal in the Middle East with several offices in the region. It is also the online community of choice among top regional online advertisers in the region.

Jeeran is currently a team of 60+ people spread among three countries.

Typically enough for many entrepreneurs working on their startups, Omar currently spends most of his time leading the growth of Jeeran by filling many roles.

He also enjoys participating in programmes such as Injaz Leadership which teaches university students about leadership and taking initiative. As for weekends (most of them!), he is fully booked by his wife and two kids.



## **Mazen Nahawi**

President

### **News Group International (Social Eyez)**

Mazen Nahawi is the president of News Group, an organization focused on serving the communications and PR industry. The company includes several strategic businesses, including Media Watch, the first provider of monitoring solutions in the Middle East and North Africa and Salience Research, an agency dedicated to public relations measurement.

Mazen started his career 15 years ago as a journalist at Dar Al Khaleej, the UAE's main privately-owned publishing company. He then worked as a senior manager at a regional public relations firm before founding Media Watch in 2002. His deep belief in using actionable and measurable information as a catalyst for modernization and progress in emerging markets is the driving principle behind his work. In 2007 Mazen launched the Middle East PR Measurement Summit. Now entering its fourth year, the event is a major gathering of global PR and measurement professionals. The summit plays an important role in encouraging regional PR towards adoption of measurement best practice and methodology.

A life-long resident of the UAE, Mazen lives in Dubai with his wife and six children and step children.



**Fiona Robertson**  
**therightslawyers**

A senior TMT lawyer with particular expertise in media work, Fiona graduated from Adelaide University in Australia. She has worked as legal counsel for the Seven Media Group, which holds one of Australia's three free to air television networks and is its largest content producer, as well as owning a range of magazines and numerous on-line and digital products.

She has intimate knowledge of the wide range of legal and commercial issues involved in the production, broadcast, sales and distribution processes for all types of media as well as understanding the vast range of commercial and corporate transactions that come with running a business. In 2008 she joined therightslawyers, the Middle East's first and only boutique media & entertainment, intellectual property and technology law firm focusing entirely on the creative industries.



**Sanjay Nadkarni (Ph.D.)**  
**Associate Professor**  
**The Emirates Academy of Hospitality Management**

Dr. Sanjay Nadkarni's domain expertise is in Information Systems in Tourism and Hospitality. He is currently Associate Professor at the Emirates Academy of Hospitality Management where he is responsible for delivering e-commerce, digital marketing and related IT/IS courses.

Sanjay has published scholarly articles in academic journals and conference proceedings and is a regular speaker on the conference circuit. In addition to his teaching and research, he has been actively engaged in consultancy and advisory activities with public and private sector entities in the wider Asia Pacific region. His detailed profile can be accessed at

<http://www.jumeirah.com/Jumeirah-Group/The-Emirates-Academy/The-Academy/Faculty/Sanjay-Nadkarni/Publications-of-Dr-Nadkarni/>