



**FARID CHEHAB
CHAIRMAN AND CHIEF CREATIVE OFFICER
LEO BURNETT MIDDLE EAST & NORTH AFRICA**

Farid Chehab is the co-founder, and currently Chairman of MENA and CCO of CEEMEA of the Leo Burnett. He oversees jointly with Raja Trad the main orientations of the company and essentially its creative output. Under his direction, Leo Burnett MENA reached and maintained Creative market dominance, setting the standards and step-changing in 25 years of close collaboration with multi-national clients, the creative expectation of both Clients and Advertising Agencies in the Arab World.

Chehab started his advertising carrier as an associate creative director with Young and Rubicam in 1970 in Beirut. He co-founded H&C Advertising with Charles Homsy in 1974. H&C made a partnership agreement with Leo Burnett in 1981. He became Chairman C.C.O. of the Leo Burnett ME network in 1991.

In May 2006, Farid Chehab has been promoted to the newly created role of chief creative officer for Central and Eastern Europe, the Middle East and Africa. Based in Beirut, Chehab will work with Jarek Ziebinski, the Leo Burnett Central and Eastern European Chairman.

Richard Pinder, the President of Leo Burnett EMEA said: “Farid has proven experience in improving the quality of an agency’s creative product in the dynamic and fast-evolving environment of the Middle East’s emerging markets. He’s the man to bring fresh thinking to the Central and Eastern European region”.

Born in Lebanon and raised in Beirut, Chehab received a degree in Public law and a degree in Political Sciences from St. Joseph University of Beirut in 1965. He started getting involved in the advertising world as a free-lancer art director and a copywriter as well, when preparing a PHD in Political Sciences.

He is a heavy reader, a devoted skier, a sailor and a dedicated mountain trekker.