RAJA TRAD
CEO, LEO BURNETT GROUP, MEDITERRANEAN

At 56, Raja Trad is the chief executive officer, Leo Burnett Group, Mediterranean, managing the Leo Burnett Group of Companies, Middle East & North Africa (MENA), an integrated communications network headquartered in Dubai, United Arab Emirates, with offices in Jeddah, Riyadh, Kuwait, Beirut, Amman, Cairo and Casablanca.

Through solid and expansive partnerships with its multinational clients and through the strong growth of its regional and local accounts, Leo Burnett MENA has become one of the region's leading agencies.

Trad began his career in advertising in 1978 as an account executive with Young & Rubicam on the Procter & Gamble account in Beirut and Athens.

In 1981, he joined H&C Leo Burnett Beirut as an account director, and in 1984 he was named regional account director on the Philip Morris account.

Trad moved to Bahrain in 1987 as sub-regional managing director for the Bahrain, UAE and Kuwait operations. He also served as regional account director on Philip Morris.

In 1991, Trad became regional managing director for the Leo Burnett Middle East network, and in 1994 he was promoted as CEO of Leo Burnett Middle East. North Africa was added to his geographic scope in 2000.

A year later, in 2001, Trad's responsibilities as CEO of Leo Burnett MENA were expanded to cover all non-media operating units in the region, namely the brand agency **Leo Burnett**, the marketing services, interactive and CRM agency **Arc**, and the public relations agency **Manning Selvage & Lee (MS&L)**.

In 2005, Trad was appointed to the Leo Burnett Europe, Middle East & Africa (EMEA) Executive Committee, and in December 2006 he was appointed member of the Leo Burnett Worldwide Global Leadership Council (GLC).

Over the years, Trad has dedicated his time to growing the network and developing its talents. Between 1991 and 2007 the number of professionals swelled from 120 to 550, while the network as a whole expanded from three offices to eight.

Trad is on the Board of Trustees of the American University of Beirut. He is an active board member of Dubai Media Incorporated and a member of the IAA UAE Chapter.

Born and raised in Beirut, Lebanon, Trad received his Bachelor of Arts in political studies and public administration from the American University of Beirut in 1977.