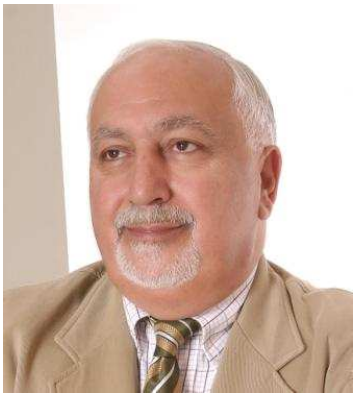

TBWA\RAAD

RAMZI RAAD
CHAIRMAN & CEO
TBWA\RAAD MIDDLE EAST

For almost forty years Ramzi has been a pioneer of the advertising industry in the Middle East and North Africa.

- Ramzi graduated from the American University of Beirut and began his advertising career in 1967. For the following 12 years he helped to expand the first Middle East regional agency network, firstly into Kuwait and Bahrain.

- Then, with the eruption of the Civil War in his native country Lebanon, Ramzi was the 1st Lebanese ad man to move to the Gulf where he settled in Dubai as of October 1975, and the rest of the Lebanese ad industry followed.

- In 1982 Ramzi moved to Paris and two years later he transferred to London returning to Dubai which has remained his base of operations since 1986.

- In 1988, Ramzi was voted President of the UAE Chapter of the International Advertising Association (IAA) and during his presidency the 1st Advertising Awards Program – in the region – was launched (1990); the 1st Meeting for the IAA World Executive Committee in the Middle East - was hosted in Dubai, and the Chapter led large delegations to the IAA World Congress in Sydney, Australia (1988) to Advista Arabia in Cairo, (1989), the Asian Advertising Congress in Lahore, Pakistan (1989). He was, then named Vice President/Area Director of the International Advertising Association for the Middle East and Africa in 1991.

- Ramzi is a Founder of the "GCC Advertising Association" the "Middle East Research Forum" and the "Middle East Advertising Agencies Association".

- Ramzi lectured on Middle East advertising in London, Zurich, Sydney, Lahore, Cairo, Bahrain, New Delhi and Mexico.

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- Beyond the field of Advertising, Ramzi served as the Middle East Consultant for the “Hong Kong Trade Development Council” (1988-2000) and the “Dubai Press Club” which is owned and managed by the Government of Dubai (1999 – 2000).

- Ramzi founded TBWA\RAAD Middle East in September 1999, which since then has jumped to the Middle East Ad Agencies Top 5 League with a network of agencies in Dubai, Abu Dhabi, Jeddah, Riyadh, Kuwait, Bahrain, Qatar, Oman, Egypt, Jordan, Lebanon, Algeria and Morocco.

- The Network Ramzi leads, also encompasses “Ketchum Middle East” (PR) and “Tequila Middle East” (CRM).

- For many years Ramzi was an active member of the “Lebanese Boy Scouts Association” and the “Lebanese Red Cross”.

- Ramzi is a grandfather with two lovely grandchildren and always hoping that the Raad Tribe continues to grow.