

A dentist doesn't necessarily have perfect teeth. But in Ahmad's case, his personality reflects what he really does.

Ahmad has the ambition to succeed and lift up the advertising strategy in KSA.

He believes there is an ad for every topic and he loves to challenge himself and others in new ideas.

A very curious person, it led him to explore new horizons and to always update himself with the things going around. He likes to know and check out every single ad: who did it, when, where and how. It is part of his daily life activities to follow up with books, DVD's, and websites.

Always updated, made him widen his creative perspective and evolved his skills.

Started his career in Lebanon at Saatchi& Saatchi, and then moved to KSA to join Impact BBDO, Presently he's FP7 Riyadh's executive creative director.

His portfolio is rich and diversified, with a long list of major regional and global clients.

In 15 years, Ahmad has won around 47 awards regional & international:

EPICA AWARDS – NEWYORK FESTIVAL - FAB AWARDS LONDON – DUBAI LYNX –

MENA CRISTAL – OKAZ AWARDS – LEBANON PRINT AWARD – PIKASSO D'OR.

Last but not least, Ahmad is proud of what he achieved and about who he turned up to become ; but he believes there are more and more horizons to explore.