

Amal el Masri

CEO, JWT Egypt

Amal has a long-standing career in brand management & strategic counseling.

Her first life at JWT was in the 90s, then after straying to other consulting and agency roles for several years, she returned in 2006 as MD and was appointed Egypt CEO in 2010.

During this time, the agency won the 2 largest pitches in Egypt (Vodafone & Egypt Tourism) and became the leading, most creatively awarded agency in town.

Amal is an active participant in the IMC faculty at the American University in Cairo as guest lecturer and member of the jury panel on the graduation projects.