



EDMOND SAADAH, M.B.A – Deputy Vice President and Head of Strategic Planning.

Adrenalin Communications Agency – Riyadh (Saudi Arabia)

Edmond is a University of Quebec in Montreal graduate. Facilitator and presentation Skills. 27 years experience as a strategic marketing communications planner within the Middle East & North Africa (MENA) region. Planning, strategic thinker and management by objective driven, Edmond helped grow leading ad agencies in the region and worked with leading international and local clients. Addict to information and driven by knowledge. Strong advocates of Integrated Marketing Communications (IMC) and creative concepts that build brand. Edmond believes that clients' servicing team should act as brand advocates and marketing communications consultant, and not as a "layout" delivery desk. Also, he's a strong believer that client should master his marketing and brand knowledge expertise and leave the agency to propose the appropriate IMC strategy and creative solutions.