

Hussein Mohyeldin

Hussein is the Planning Director of Leo Burnett, Cairo. Since he joined Leo Burnett, in December 2009, he is set on a mission to transform Leo Burnett dream list of brands, into true Humankind Brands.

He joins Leo Burnett after 4 years of leading the planning department in JWT, Cairo working on brands, that included Vodafone, HSBC, Nestle, Egyptian Tourism Authority to name a few.

Just prior to joining JWT Hussein had spent six month in London working on branded content projects at TBWA London.

Hussein's career in advertising has spanned over a decade. His first job was as a media planner at Lowe, he then joined DDB Needham for 4 years as an account handler on McDonald's, ExxonMobil, as well as other local brands. He then joined Saatchi & Saatchi handling Proctor & Gamble's flagship brand Ariel.