

***Karim Anis Yusuf, Creative Director at Digital Republic***

Karim or Kaz as he likes to be known, specializes in creating ideas that people want to engage with and be part of.

He grew up in London and Cairo and graduated with a BEng in Computer Engineering from the University of Nottingham.

Having worked in advertising and marketing for over 6 years, Karim is an accomplished copywriter and art director, and has created work for over 30 clients including Sprite, Mercedes-Benz, Axe, Qtel, Sodic, Hardee's, and Nile FM.

Since 2007, Kaz has focused more on interactive solutions, and because of his story-telling abilities in the digital age, was appointed Creative Director at Digital Republic in 2010.