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I am a Managing Director (Communications background) with international experience on major FMCG brands across a wide spectrum of markets. (Europe, Middle East, Africa)

I lead. People, Business, Communications Development ensuring the best resources are put in place to deliver growth through regional alignment /local input and global strategy scoping.

I strongly influence and transform my working environment/Business via creative approaches and solutions.

Working experiences across the 360-mix including digital and experiential. Determined, entrepreneurial, Creative.

Experience

Hotel Emmanuel (Abidjan/Paris) – 2013/Current
Founding Member and Managing Director

Low Middle East North Africa (Dubai) – 2008/2013
Regional Business Director
Unilever Gulf Personal Care & Household care

Low & Partners (Johannesburg) - 2007/2008
Regional Communications Director
Unilever South Africa Laundry- Personal Care & Household care - Inbev (Stella Artois)

Leo Burnett (Johannesburg) - 2004/2006
Business Unit Director/ Africa head
P&G – Diageo – Western Union & local business (DBSA, NEPAD, South African Post Office)

Mc Cann Erickson (Johannesburg) – 2003/2004
Pan African Director – Western Union
Mc Cann Erickson (Kinshasa Assignment)
Managing Director – Airtel

Coca-Cola West Africa (Abidjan) - 2001 - 2003
Regional media and advertising Head
Fanta – Coca-Cola – Sprite

Euro RSCG BETC (Paris) - 1998 - 1999
Account Manager – Danone/ Le Monde

L'OREAL (Paris) - 1997
Assistant Brand Manager – Laboratoires Garnier

Achievements

- **Regional Digital Win** (Comfort, Omo, Domestos) – 2013
- **Unilever Brand building portfolio win** (Lux, Dove & Axe deodorants, Close Up toothpaste (2012))
- **Low Worldwide Chairman Award** for Best Network integrated campaign Close Up GFGC (2011)
- **7/7 rating on Close up Brand** (Agency 2011 Yearly appraisal) - **+ 30% Revenue generation within 2 years**

Expertise

- Regional business Leadership and senior project management
- International portfolio management and Brand development
- Cross market communications development (Europe, Middle East, South and West Africa)
- Through the line solutions from ideation to execution
- Network Management and Coordination
- Senior Stakeholder's relationship management
- Strategically driven creative solutions
- Business Development and Organic growth
- Corporate Culture management
- Entrepreneurship/ Business start-up

Education

- **HEC France** (France Premier Business School) 1995 - 1997
- **PH.D French Literature** with High Honours *La Sorbonne Paris* 1994- 1995
- **Master Degree in Philosophy** with High Honours *La Sorbonne Paris* 1993 - 1994

References

Helen Bell – Lowe Worldwide Chief Operating Officer (London)

Imad Benmoussa – President Coca-Cola France

Kenneth Ligan – Ex Regional Category Vice President Deodorants SEAA **Unilever (Singapore)** - Google Country Head (Philippines)

Ivan Moroke – Ex CEO TBWA/Hunt Lascaris (South Africa)

Languages

French – Mother Tongue
English – Fluent
Spanish - Notions