Dr. Zahy B. Ramadan

Personal Information

- Nationality: Lebanese
- Date of birth: 16-10-77
- Place of Birth: Beirut

Education

- **ACADEMIC DEGREES**

  Lebanese American University – Beirut, Lebanon
  - B.S. in Business Marketing with Distinction (1998)
  - MBA (2000)

  Manchester Business School – Manchester, UK
  - Doctor of Business Administration (DBA) (2013)

- **EXECUTIVE EDUCATION**

  Harvard Business School – Boston, US
  - Global Colloquium on Participant-Centered Learning (2017)
  - Harvard Case Writing (2018)

Languages

- Arabic
- English
- French

Affiliations

- Fellow Member (FCIM) at the Chartered Institute of Marketing (CIM)
- The Association for Consumer Research (ACR)

Accreditations

- CIMktr Chartered Marketer since July 2005
- CMBE Certified Management & Business Educator – The Chartered Association of Business Schools

Work Experience

- Prior to the academic career, managed P&G's biggest brand in the Arabian Peninsula with the responsibility to drive top-line growth, share leadership, first moment of truth touch points with shoppers and key sales fundamentals metrics across seven markets.
- Track record in effective planning and consistent delivery of successful launches and deployments that were recognized to be best in class in the

CEEMEA region and which were adopted as share and re-apply cases for other markets.

- Market experience spans over the Asia-Pacific region, namely China, and the Middle Eastern and Gulf regions.
- Industry experience includes FMCG (food and non-food), Consumer Electronics, and Luxury segments.

Specialties	- Designing and delivering an Omni-learning approach that is based upon (1) constant high engagements, (2) interactive scenario building, (3) emulation of the marketplace, (4) embedding own one's progressive research in the curriculum, and (5) practicing the theory.
	- Driving brand growth through effective and efficient category management and shopper-based design projects.
	- Qualitative & Quantitative research focused on social media and online communities' theories, employing structural equation modeling.

Awards, Recognitions, and Referred Work	- Awarded LAU's Research Excellence Award for AY24-25.
	- Shortlisted for the Times Higher Education Most Innovative Teacher for 2024 and 2025 in the Arab World.
	- Ranked among the top 2% scientists in the world in 2024 and 2025.
	- Awarded LAU's Teaching Excellence Award for AY18-19.
	- Best paper award at the AMA Chicago 2019 conference.
	- Best paper award at the EIB Milan 2017 conference, International Business and Omnichannel Strategies track.
	- Featured in P&G's CEO newsletter on the Saudi pharmacy category reinvention project.
	- Recognized as a best share and re-apply case across P&G in First Moment of Truth execution by P&G's Baby Care President in 2012.
	- Moment of Truth Award in the CEEMEA region for 2 consecutive years in 2011 and 2012.
	- Awarded Procter & Gamble's Baby Care Best in Class Initiative and First Moment of Truth Execution.
	- Awarded Procter & Gamble's Power of People Award in FY10-11.
	- Awarded Procter & Gamble's Power of Minds Award in FY10-11.
	- Awarded Procter & Gamble's Greatness Award for achieving breakthrough results in FY06-07.
	- Awarded IATCO's Best Performance & Business Contribution in FY03-04.

Publications & Conferences	- **ARTICLES IN REFEREED JOURNALS**
	1. Farah, M.F., Ramadan, Z. and Nassereddine, Y. (2025), "Mind the Gap: Virtual Fashion Shows and Generational Disparities", *International Journal of Fashion Design, Technology and Education*, (In press).

2. Ramadan, Z. and Ramadan, J. (2025), "AI Avatars and Co-Creation in the Metaverse", *Consumer Behavior in Tourism and Hospitality, 20*(1), 131-147

3. Nassereddine, Y., Ramadan, Z. and Farah, M.F. (2025), "From Wellbeing to Addiction: The Influence of Inclusive Beauty Brands on People With Physical Disabilities", *International Journal of Consumer Studies*, *49*(1): e70017.

4. Mrad, M., Ramadan, Z., Toth, S, Karam, L. and Karimi, S. (2024), "Virtual Influencers versus Real Connections: Exploring the phenomenon of Virtual Influencers", *Journal of Advertising, 54*(1), 1-19

5. Farah, M.F., Ramadan, Z., and Nassereddine, Y. (2024), "When digital spaces matter: The influence of uniqueness and place attachment on self-identity expression with brands using generative AI on the Metaverse", *Psychology & Marketing*, *41*(12), 2965-2976

6. Farah, M., and Ramadan, Z. (2024), "Toward an inclusive Metaverse: maneuvering between acceptance of disability and need for uniqueness", *Journal of Research in Interactive Marketing*, *18*(5), 741-758.

7. Ramadan, Z. (2024), "The rise of the egocentric brand and consumer: the case of Soulbound tokens (SBT)", *Qualitative Market Research*, *27*(5), 921-940

8. Ramadan, Z., Farah, M.F., and Al Rahbani, N. (2023), "Boosting customized and personalized interactive livestreaming experiences. Is Amazon Explore competing or complementing the hospitality industry?", *Qualitative Market Research*, *26*(5), 473-493

9. Ramadan, Z. (2023), "Marketing in the Metaverse era: toward an integrative channel approach", *Virtual Reality*, *27(*March*)*, 1905-1918

10. Ramadan, Z., Farah, M., Abosag, I. and Sleiman, A. (2023), "Typology of E-commerce Shoppers: The Case of COVID-19", *Qualitative Market Research*, *26*(4), 345-367

11. Itani, O.S., Loureiro, S.M. C., and Ramadan, Z. (2023), "Engaging with omnichannel brands: the role of consumer empowerment", *International Journal of Retail & Distribution Management*, *51*(2), 238-261.

12. Mrad, M., Ramadan, Z., and Nasr, L. (2022), "Computer-Generated Influencers: The Rise of Digital Personalities", *Marketing Intelligence & Planning*, *40*(5), 589-603

13. Mahdi, A., Farah, M.F., and Ramadan, Z. (2022), "What to believe, whom to blame, and when to share: Exploring the fake news experience in the marketing context", *Journal of Consumer Marketing*, *39*(3), 306-316

14. Farah, M.F., Ramadan, Z., and Kanso, J. (2022), "Satisfying the online food crave: The case of online food aggregators", *International Journal of Consumer Studies*, *46*(4), 1413-1427

15. Ramadan Z. and Nsouli, N. (2022), "Luxury fashion start-up brands' digital strategies with female Gen Y in the Middle East", *Journal of Fashion Marketing & Management, 26*(2), 247-265.

16. Ramadan, Z. (2021), ""Alexafying" shoppers: the examination of Amazon's captive relationship strategy", *Journal of Retailing and Consumer Services*, *62*(September).

17. Ramadan, Z., Farah, M. and Bou Saada, R. (2021), "Fooled in the relationship: how Amazon Prime members' sense of self-control counter-intuitively reinforces impulsive buying behavior", *Journal of Consumer Behavior*, *20*(6), 1497-1507.

18. Ramadan, Z., Farah, M., and El Essrawi L., (2021), "From Amazon.com to Amazon.love: How Alexa is redefining companionship and interdependence for people with special needs", *Psychology & Marketing*, *38*(4), 596-609

19. Abosag, I., Ramadan, Z., Baker, T. and Jin, Z., (2020), "Customers' Need for Uniqueness Theory versus Brand Congruence Theory: The Impact on Satisfaction with Social Network Sites", *Journal of Business Research*, *117*, 862-872

20. Farah, M.F., and Ramadan, Z. (2020), "Viability of Amazon's driven innovations targeting shoppers' impulsiveness", *Journal of Retailing and Consumer Services*, *53*, 101973.

21. Ramadan, Z. and Farah, M. (2020), "Influencing the influencers: the case of retailers' social shopping platforms", *International Journal of Web Based Communities*, *16*(3), 279-295.

22. Farah, M.F., Ramadan, Z., and Shatila, L. (2020), "The examination of self-service replenishing solutions' potential", *International Journal of Web Based Communities*, *16*(2), 134-149.

23. Ramadan, Z. (2019), "Brand–brand relational moments", *Journal of Brand Management*, *26*, 705-716

24. Ramadan, Z. (2019), "The Democratization of Luxury Services", *Marketing Intelligence & Planning*, *37*(6), 660-673

25. Ramadan, Z., Farah, M.F. and Daouk, S. (2019), "The effect of e-retailers' innovations on shoppers' impulsiveness and addiction in web-based communities: The case of Amazon's Prime Now", *International Journal of Web Based Communities*, *15*(4), 327-343

26. Farah, M.F., Ramadan, Z., and Harb, D. (2019), "The examination of virtual reality at the intersection of consumer experience, shopping journey and physical retailing", *Journal of Retailing and Consumer Services, 48*, 136-143.

27. Ramadan, Z., Farah, M.F., and Kassab, D. (2019), "Amazon's approach to consumers' usage of the Dash button and its effect on purchase decision involvement in the US market", *Journal of Retailing and Consumer Services, 47*, 133-139.

28. Ramadan, Z., Abosag, I. and Zabkar, V. (2018), "All in the Value: The Impact of Brand and Social Network Relationships on the Perceived Value of Customer's Endorsed Facebook Advertising", *European Journal of Marketing*, *52*(7/8), 1704-1726

29. Ramadan, Z., Farah M. and Dukenjian A. (2018), "A Typology of Social Media Followers: The case of luxury brands", *Marketing Intelligence & Planning, 36*(5), 558-571

30. Ramadan, Z. (2018), "The Gamification of Trust: The Case of China's 'Social Credit'", *Marketing Intelligence & Planning, 36*(1), 93-107.

31. Farah, M.F. and Ramadan, Z. (2017), "Disruptions versus More Disruptions: How the Amazon Dash Button is Altering Consumer Buying Patterns", *Journal of Retailing and Consumer Services, 39*, 54-61.

32. Ramadan, Z. (2017), "Examining the Dilution of the Consumer-Brand Relationship on Facebook: The Saturation Issue", *Qualitative Market Research: An International Journal, 20*(3), 335-353.

33. Ramadan, Z. and Mrad, M. (2017), "Fashionable Stereotypes and Evolving Trends in the United Arab Emirates", *Customer Needs and Solution*, *4*(1-3), 28-36.

34. Ramadan, Z. and Farah, M.F. (2017), "The advent of the 'Social Moment of Truth' in online communities", *International Journal of Web Based Communities, 13*(3), 364-378.

35. Ramadan, Z. and Farah, M.F. (2017), "The Pokémonisation of the first moment of truth", *International Journal of Web Based Communities*, *13*(2), 262-277.

36. Ramadan, Z., Farah, M.F. and Mrad, M. (2017), "An Adapted TPB Approach to Consumers' Acceptance of Service Delivery Drones", *Technology Analysis & Strategic Management, 29*(7), 817-828.

- **ARTICLES IN PROFESSIONAL/TRADE JOURNALS**
  - Ramadan, Z., Farah, M. and Halawi, B. (2018), "How can the Lebanese traditional media stations survive in the presence of digital media?", *ArabAd Magazine*, *28*(8)

- **CASE STUDIES**
  - Ramadan, Z., and Kanso, J. (2023), "Zomato: shaping the future of food", *Emerald Emerging Markets Case Studies*, *13*(1), 1-16.
  - Ramadan, Z. and Al Rahbany, N. (2022), "Intangible Luxury Services: The case of Amazon's Alexa", *in Chapter 12, Fashion & Luxury Marketing 1st Edition, by Solomon, M. and Mrad, M. (forthcoming April 2022)*
  - Ramadan, Z. (2019), "Proven Arabia: Strategic Decision Making on a Digital Transformation Study in Saudi Arabia", The Case Centre, available at http://casecent.re/p/162211
  - Ramadan, Z. and Yunis, M. (2019), "L'Oréal Brandstorm: Play, Experiment, Innovate", The Case Centre, available at http://casecent.re/p/162213

- **BOOKS**

- Ramadan, Z. (2018), Marketing Strategy in the Age of the 'Omni-Moment of Truth', Independently Published, U.S. ISBN 1980962804

- **BOOK CHAPTERS**
  1. Ramadan, Z., Farah, M.F., Abosag, I., and Dahi, B. (2024), "Love Me, Love Me Not: The Counterintuitive Relationshgip in Social Networking Sites", In *Digital Marketing & eCommerce Conference* (pp. 1-8). Cham: Springer Nature Switzerland
  2. Farah, M.F, Ramadan, Z., Sammouri, W., and Tawk, P. (2024), "Digital Luxury Fashion Shows: Leveraging Interactive Marketing Opportunities through Social Media Sentiment Analysis", In *Digital Marketing & eCommerce Conference* (pp. 1-8). Cham: Springer Nature Switzerland
  3. Ramadan, Z., Abosag, I. and Gadalla, E. (2023), "Less for More: Does Consumers' Proneness to Join More Online Brand Communities Negatively Impact Consumers' Sharing Ability?", In *Springer Proceedings in Business and Economics*. Springer, Cham.
  4. Farah, M., Ramadan, Z. and Bekdache, S. (2023), "The Examination of Social and Service Relational Aspects on Customers' Retention", In *Springer Proceedings in Business and Economics*. Springer, Cham.
  5. Farah, M., Ramadan, Z., and Yunis, M. (2022), "The examination of tech disruptions' patterns on the consumer journey", In *Springer Proceedings in Business and Economics*. Springer, Cham.
  6. Farah, M., Mrad, M., Ramadan, Z. and Hamdane H. (2020), "Handle with Care: Adoption of Drone Delivery Services", In *Springer Proceedings in Business and Economics*. (pp. 22-29). Springer, Cham.
  7. Ramadan, Z., Farah, M., & Audi, H. (2019), "The Advent of the Voice Moment of Truth: The Case of Amazon's Alexa", In *Springer Proceedings in Business and Economics*. Springer, Cham. (pp. 165-174). Springer, Cham.
  8. Ramadan, Z. and Abosag, I., (2017), "The Mystique of Customers' Saturation Behaviour in Online Brand Communities", in *Consumer Behavior*, Sabah, S., InTech: Rijeka, ISBN 978-953-51-5393-1.
  9. Ramadan, Z. and Abosag, I. (2016), "Understanding Online Brand Relationships in Western Asia: The Case of Lebanon and Saudi Arabia", In Melewar, T.C., Nguyen, B. and Schultz, D.E. (Eds), *Asia Branding: Connecting Brands, Consumers and Companies*. Palgrave Macmillan.
  10. Abosag, I., Martin, F. and Ramadan, Z. (2016), "Social Media and Branding in Asia: Threats and Opportunities", in Melewar, T.C, Nguyen, B. and Schultz, D.E. (Eds), *Asia Branding: Connecting Brands, Consumers and Companies*. Palgrave Macmillan

- **REFEREED CONFERENCES**
  1. Ramadan, Z., Farah, M.F., and Nassereddine, Y. (2025), "Breaking Barriers: How the Metaverse and Brand Love Empower People with

Disabilities", *8th International Consumer Brand Relationship Conference*, Las Vegas, NV: USA, 16 – 18 October

2. Sharif, S., Ramadan, Z., and Farah, M. (2025), "The Illusion of Inclusivity in AI Generated Virtual Try-Ons", *Summer American Marketing Association (AMA) Academic Conference*, Chicago, IL: USA, 22 – 24 August

3. Ramadan, Z., Farah, M., and Nassereddine, Y. (2025), "Shaping Inclusive Policy for a Virtual World: Ensuring Disability Acceptance in the Metaverse", *Summer American Marketing Association (AMA) Marketing & Public Policy Conference*, Washington DC: USA, 20 – 22 June

4. Ramadan, Z., Farah, M., and Nassereddine, Y. (2025), ""Trust Me, I'm Virtual": The Role of Structural Assurance, Brand Trust, and Ad Value in Shaping Self-identity in the Metaverse", *AIRSI, the Metaverse Conference*, 9 – 11 June

5. Farah, M.F., Ramadan, Z. and Nassereddine, Y. (2025), "Unlocking Brand Power: Exploring Generative AI's Role in Shaping Consumer Journey on Microblogging Platforms", *18th Global Brand Conference*, Porto: Portugal, 7 – 9 May

6. Nemer, R., Ramadan, Z., and Farah, M. (2025), "Exploring the Influence of Brand Mentions in Rap and Hip-Hop Music: Lifestyle Reflection, Cultural Identity, and Adverse Consumer Perceptions", *Winter American Marketing Association (AMA) Academic Conference*, Phoenix, AZ: USA, 10 – 16 February

7. Farah, M.F., Ramadan, Z. and Nassereddine, Y. (2024), "The Migration from X to Threads: Consumer Journey and Brand-customer Relationships", *Summer American Marketing Association (AMA) Academic Conference*, Boston, MA: USA, 16 – 18 August

8. Farah, M.F. and Ramadan, Z. (2024), "Embracing disability versus need for uniqueness on the metaverse", *Winter American Marketing Association (AMA) Academic Conference*, St. Pete Beach, USA, 23 - 25 February

9. Ramadan, Z., Farah, M.F. and Nassreddine, Y. (2023), "Mirror, Mirror on the wall, can I with my physical disability be the fairest of them all?", *Summer American Marketing Association (AMA) Academic Conference*, San Francisco, USA, 4th- 6th August

10. Farah, M.F., Ramadan, Z. and Bdeir, N. (2023), "Inclusive Marketing in the Web 4.0 Metaverse", *Winter AMA Academic Conference*, Nashville, USA 10th-12th February

11. Farah M.F., Ramadan, Z., Sammouri W., and Tawk, P. (2022), "Social Media Sentiment Analysis: The Case of Virtual Luxury Fashion", *Summer American Marketing Association (AMA) Academic Conference*, Chicago, USA, 12th- 14th August

12. Majdalani, J., Farah M.F., and Ramadan, Z., (2022), "The Addictive Subscription Economy", *28th Recent Advances in Retailing & Services Science Conference*, Baveno, Italy, 23rd – 26th July

13. Ramadan, Z., Farah, M.F., and Al Rahbany, N. (2022), "Reconceiving customer experience: The case of Amazon Explore", *Winter AMA Academic Conference*, Las Vegas, USA 10th-18th February

14. Ramadan, Z., Farah, M.F., and Bou Saada R., (2021), "Fool me once, shame on me, fool me twice, shame on Amazon Prime", *Summer AMA Academic Conference,* Boston, USA, 4th-6th August

15. Ramadan, Z., Farah, M.F., and Sleiman A., (2021), "E-commerce and shoppers' evolution post Covid-19", *Summer AMA Academic Conference,* Boston, USA, 4th-6th August

16. Ramadan, Z. and Farah, M.F. (2020), "The Advent of Artificial Intimacy: An AI-Consumer Relationship Framework", *Winter AMA Academic Conference*, San Diego: USA, 14th-16th February

17. Farah, M.F., Ramadan, Z., and Mehdi, A. (2019), "The impact of fake news on brands and social media", *Summer AMA Academic Conference,* Chicago, USA, 9th-11th August

18. Abosag, I. and Ramadan, Z. (2018), "Similarity vs. Uniqueness: How Social ads counterintuitively motivate the need for uniqueness", *International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR),* Calabria, Italy, 3rd-5th September

19. Farah, M.F. and Ramadan, Z. (2018), "The impact of retailers' utilization of guerrilla-like marketing tactics on consumers' attitudes", *Global Brand Conference*, Newcastle, U.K., 2nd-4th May

20. Farah, M.F. and Ramadan, Z. (2018), "The long-term sustainability of retailer-driven tech innovations on shoppers' impulsiveness", 3rd *International Conference on Marketing, Strategy and Policy*, London, UK, 10th-11th April

21. Farah, M.F. and Ramadan, Z. (2017), "The consumer's journey in the era of 'First Moment of Truth 2.0'", *EIBA,* Milan, Italy, 14th-16th December

22. Farah, M.F. and Ramadan, Z. (2017), "The Rise of the Impulsive Shopper: The Case of the Amazon Dash Button", *Association for Consumer Research,* San Diego, United States, 26th-29th October

23. Abosag, I. and Ramadan, Z. (2017), "The Paradox of Brand Similarity with Customer Uniqueness on Social Network Sites' Satisfaction", *The AM Brand, Identity and Corporate Reputation Special Interest Group (SIG),* Kalmar, Sweden, 26th-28th April

24. Ramadan, Z. and Abosag, I. (2016), "The Co-Creation of Social Reputation; The Effect of Consumer – Social Networking Site's Relationship on Socially Advertised Brands", *The AM Brand, Identity and Corporate Reputation Special Interest Group (SIG),* Bradford, UK, 27th-29th April

25. Ramadan, Z., Mrad, M. and Farah, M.F. (2015), "A Contemporary Challenge in the Globalization of Service Technology; Moving from Self-Service Technologies to Drone-Delivery Interfaces"*, EAMSA Theory and Practice in Bridging Europe and Asia: Contemporary Challenges in International Marketing*, *London,* UK, 28th– 31st October

26. Ramadan, Z. and Abosag, I. (2015), "From Community Addicts to Disengaged: The influence of Saturation on Consumer-Brand

Relationship", *The AM Brand, Identity and Corporate Reputation Special Interest Group (SIG),* Turku, Finland, 27th-29th April

Keynote Guest Speaking / Lectures & Workshops	▪ Hala Arabia TV Interview (2025) (https://youtu.be/s3NLQbbHDV0?si=VwSUjjQaN2Wcb6TG&t=1990) ▪ EduBridges Interview (2025) (https://www.youtube.com/watch?v=t40vMjTzF7s) ▪ The LAU Leadership Program (2024) ▪ The LAU Healthcare Customer Care Program (2021-2024) ▪ 7th congress of the Moroccan Association of Marketing (June 24th, 2022) – Invited keynote guest speaker with a presentation on "Understanding the Development of the AI-Consumer Relationship". ▪ LAU Alumni Keep Learning Lectures Program (June 21st, 2022) – Invited with Dr. Maya Farah to develop a topic under this program for the university's alumni whereby we presented "The Future of Marketing".
Work Experience	Total work experience of 27 years listed as follows.

Lebanese American University – *Lebanon*

Associate Professor of Marketing and Founding Director of LAU's Internal Consulting & Project Management Office

Administrative Responsibilities:
- September 2025 – Present: Founding Director of Internal Consulting & Project Management Office under the President's Office.
- September 2024 – August 2025: Interim Assistant Dean of the Adnan Kassar School of Business.
- September 2023 – August 2024: Research Collaboration & Partnerships Director.
- February 2023 – August 2023: Associate Chair of the Marketing & Management Departments.
- August 2022 – January 2023: Interim Director of Legal Studies.
- January 2022 – August 2022: Interim Chair of the Marketing Department.

Teaching Responsibilities:
- Teaching Marketing at the undergraduate and senior graduate levels and acting as the course coordinator for the senior-level Marketing Strategy course.
- Taught courses: Marketing Research (BSc), Marketing Strategy (BSc), Marketing Communications (EMBA), Shopper Marketing (MBA and EMBA), Strategic Marketing (MBA) and Digital Marketing Management (MBA and online Global MBA).

- Developed the pioneering Metaverse Marketing course.
- Development of new MBA Marketing elective courses (*Shopper Marketing, Digital Marketing Management* and *Strategic Marketing*) featuring the latest trends in the business world.
- Developed 2 online courses (Digital Marketing and Strategic Marketing) for the UNDP targeting Iraqi students.
- Developed and delivered with the partnership of Georgia Tech the Start-Up Labs for non-business students as part of the Vertically Integrated Project program.

Research Interest:
- E-commerce and the Amazon tech tools disruptive model on consumers
- Shopper marketing and the customer journey
- Shoppers' first moment of truth in social networking environments
- Technological effects and disruptions on shopper behavior
- Risks of Social Media
- Online brand communities
- Brand-consumer relationship

Committees Served On:
- Global LAU Task Force (2025-present)
- Universities Association of Lebanon (UAOLB) (2024-present)
- Promotion & Tenure Committee (2023)
- School Undergraduate Admission Council (2015-2025)
- University ranking committee (2021-2025)
- XR Tasforce (2022-present)
- AKSOB PhD Committee (2023-2025) and Chair (2024-2025)
- AKSOB Bylaws Revision Committee & Chair (2024-2025)
- Faculty Retention Taskforce (2024)
- Presidential Intramural Fund (PIRF) (2022-2024)
- Global MBA steering committee (2020-2021)
- AACSB Taskforce – Thought leadership & societal impact (2020-2021)
- AKSOB Strategic Planning adhoc committee (2020)
- LAU AKSOB bylaws adhoc committee (2015-2016)
- Faculty Senate (2016-2019)
- EMBA Assessment Committee (2016-2023)
- Chair of the EMBA Assessment Committee (2018-2023)
- Job Assessment Committee (2018-2019)

Editorial Boards Served On:
- Editorial Review Board of the Journal of Product & Brand Management (A, Q1, Web of Science).

Peer Reviewing for Journals & Conferences:
- European Journal of Marketing
- Marketing Intelligence & Planning
- Journal of Retailing & Consumer Services
- Journal of Business Research
- Journal of Brand Management
- Industrial Marketing Management

- Journal of Product & Brand Management
- Qualitative Market Research: An International Journal
- International Journal of Web Based Communities
- Telematics & Informatics
- American Marketing Association (AMA)
- The Institute for Brands & Brand Relationship (BBR)
- Association for Consumer Research (ACR)
- Euro-Asia Management Studies Association (EAMSA)
- Global Brand Conference of the Academy of Marketing´s Brand, Identity and Corporate Reputation Special Interest Group (SIG)

Swarovski – *Saudi Arabia*

<u>November 2013 – December 2014:</u> Country Manager
Strategically building and managing the Saudi sales structure, facilitating growth and expansion of the multi-line product portfolio turnover of the Swarovski Elements business.

Kantar Consulting (WPP Company) – *Asia Pacific Hub based in Shanghai, China*

<u>August 2012 – November 2013:</u> Principal Consultant
- Project leader on research for PepsiCo (China Pack Strategy by consumption occasion) and Wrigley (shopper's mission).
- Global lead on Consumer and Shopper insight development for Samsung.
- Global Category strategy and Retail Insights Development covering the Chinese market.

Procter & Gamble (4.5 years) – *Arabian Peninsula and Near-East Hubs*

<u>March 2010 – Aug. 2012:</u> Market Strategy & Planning (MS&P) Category Manager – Baby Care (***P&G Arabian Peninsula based in Saudi Arabia***)
- Managed P&G's Pampers brand in the trade, covering the Arabian Peninsula markets (Saudi Arabia, UAE, Kuwait, Oman, Qatar, Bahrain, and Yemen).
- Responsible for developing the baby care category's first moment of truth (FMOT).
- Devised channel specific strategies and deployed to the business team across the markets.

<u>July 2006 – Sept 2007:</u> Market Strategy & Planning (MS&P) Near East Category Manager (***P&G Near-East based in Lebanon***)
- Managed P&G's Personal Beauty Care (PBC) category – (Camay & Zest bar Soaps and Shower Gels) in the trade, covering the Near East markets (Egypt, Lebanon, Syria, Iraq and Jordan).

Oct. 2005 – July 2006: Market Strategy & Planning (MS&P) Levant Category Manager (***P&G Near-East based in Lebanon***)

- Managed P&G's Mid-Tier Shampoos & Personal Beauty Care (PBC) in the trade, covering the Levant markets (Lebanon, Syria, and Jordan). Managed Brand portfolio included:
    - Shampoos: Wella, Silvikrin, Pert Plus
    - PBC: Camay & Zest Bar Soaps
- Managed the Wella integration in the Lebanese market
- Developed the Soaps volume in the Levant markets

NOKIA ***Nokia International Oy*** *(2 years) – Levant Hub Based in Lebanon*

April 2008 – March 2010: Retail & Customer Marketing Manager
- Managing Customer marketing activities that are jointly funded and in co-operation with operator customers.
- Responsible for corporate customer marketing and trade events.
- Support Cluster retail team to develop Flagship Stores and Nokia premium partner concepts and activities, as well as incorporate key retailer and non-branded retail marketing.
- Responsible for implementing marketing messages for the key retailers, leverage of Go-to-Market programs for retailers and retailer feedback to cluster team.

Abudawood Distribution Group (IATCO) – FMCG P&G JV *(5.5 years) – Saudi Arabia*

Sept 2007 – March 2008: Market Planning & Development Manager
- Managed IATCO brands' promotional campaigns planning and implementation, as well as developing these categories in the Saudi market through a team of category managers.
- Managed Categories included P&G's different categories *(Health & Beauty Care, Fabric & Home Care, Papers & Snacks),* Clorox, Quaker, Tilda Rice, Ferrero, Fonterra, Purina and Conagra.

June 2004 – October 2005: Category Manager
- Headed IATCO's brand management division at the trade level. Brands' portfolio includes:
    - Food: *Quaker Oats, Tilda, Abu-Shmagh & Smart Chef* brands.
    - Home Care: P&G's imported brands (*Mr. Clean, Ariel liquid, Cascade* etc…)
    - Pet Food: *Felix* – Nestlé Purina
- Managed a Pampers special visibility drive project in high frequency stores / lower trade during the period July – September 05.
- Managed a team consisting of 3 assistant brand managers and 1 marketing coordinator.

<u>April 2002 – June 2004:</u> Brand Manager

- Managed the *Quaker Oats* brand and was responsible for leveraging its ongoing business in the Saudi market.
- Managed and developed the *Tilda* brand and its sub-brands in KSA.
- Managed and leveraged the ongoing business of Nestlé's *Felix* cat food *(Purina brand)* while achieving the maximum sell-out possible in the market.

<u>Sept. 2000 – April 2002:</u> Assistant Brand Manager

Responsible for special projects for IATCO. Including these projects, the launching of *Black & Decker* household product line in KSA. Job responsibilities included:

- Marketing & sales plans
- Promotion plans
- Sales Forecasts
- Budgeting for the Advertising & Marketing funds
- Price structures & strategy
- Category & market studies
- Leading the B&D sales & merchandising team