



The Storytellers Unveiled

Forbes Middle East hosted their first ever gala dinner to honor some of the regions most impactful marketing and communication executives.

Forbes Middle East has revealed a selection of some of the Middle East's most impactful marketing and communication professionals behind many of the region's biggest companies' most memorable marketing campaigns. From print to digital and everything in between, these are the storytellers keeping consumers captivated. At an exclusive gala dinner, Forbes Middle East brought together professionals to honor the storytellers that make brands come alive.

"Being able to tell a story in a captivating way is a skill that few people are truly proficient in, but you have mastered it. It is inspirational to see all the creative campaigns that you are creating and how you are turning brand names into household names. We are very proud to be able to recognize your efforts and look forward

to making this an annual gathering," said Khuloud Al Omian, Editor-In-Chief at Forbes Middle East.

This was the first gala dinner that Forbes Middle East hosted to honor marketing and communications executives in the Middle East. Executives from some of the region's best-known brands, including the likes of Mastercard, GBM, PepsiCo, Etihad Aviation Group, Google, The Coca-Cola Company and Savola Group attended the gala dinner to celebrate the award with their teams.

Among some of the esteemed marketing and communication executives, Forbes Middle East also hosted a Dubai celebrity. Popular Virgin Radio talk show host, Kris Fade, made a surprise appearance at the event and asked some of the executives to share their stories.

The event was held in partnership with Wings Brand Activations, Central Circle Company and Patchi.



Firdaus Shariff, CMO, VP - Marketing, Communications & Digital Customer Experience, MEA at Schneider Electric



Oleg Kafarov, Director - Portfolio Development & Corporate Communications at Jetex



Candice D'Cruz, Vice President Luxury Brand Marketing & Management at Marriott International, Middle East & Africa



Dia Hamdan, Regional Marketing Manager Middle East and East Africa, HP Computing and Printing



Siobhan McCarthy, Chief Communications Officer at AYM Commerce



Shraddha Maske, Group Marketing Manager at Mouawad



Tarik Ismail, Executive Director, CSR & Sustainability at Savola Group



Carlos Robles, Head of Marketing & Communication at GBM; and **Khuloud Al Omian**, Editor-in-Chief at Forbes Middle East



Alison Arnold, Vice President, Strategic Development & Marketing at Amity Education Group



From, Dr. Yasmin Abdulghafour, Chief Operating Officer; and



Amina Taher, Vice President Brand and Marketing at Etihad Aviation Group



From Mastercard, **Beatrice Cornacchia**, SVP, Marketing and Communications team



Lizan Gray, Editorial and Events Coordinator at Forbes Middle East; **Mohammad Daoud**, Senior Manager - Corporate Communication at GWC and **Khuloud Al Omian**, Editor-In-Chief at Forbes Middle East



Mitin Chakraborty, Head of Marketing at Babyshop - Landmark Group



Tarek Abdalla, Regional Director of Marketing at Google Middle East & North Africa



Fatma El Gouly, Chief Communication Officer at Banque Misr



Ahmad Numan, Director of Marketing and Corporate Communications at RAKEZ



Omar Bennis, Public Affairs, Communications and Sustainability Director for the Middle East at The Coca-Cola Company



Ossama Ogla, Marketing Director at Dyson META



Natalija Norikova, National Marketing and PR Manager at AGMC



David Ham, Head of Marketing at Uber MENA

Interview with **Kris Fade** from Virgin Radio Dubai



Interview with **Amina Taher**, Vice President Brand and Marketing at Etihad Aviation Group



Interview with **Candice D'Cruz**, Vice President Luxury Brand Marketing & Management at Marriott International, Middle East & Africa



Interview with **Tarik Ismail**, Executive Director, CSR & Sustainability at Savola Group

From Fame To Fortune

Lebanese-Australian presenter, Kris Fade, is a familiar name—and voice—in the U.A.E. The host of the breakfast slot on Virgin Radio's regional show is known for his outgoing personality, his family values, and his celebrity connections. But over the last two years, he has also become known for something entirely different.

By Lizan Gray



In 2018, Fade launched his first entrepreneurial venture—an affordable healthy snack company, called Fade Fit Kids. The company, funded entirely by Fade, is currently valued at approximately \$3 million. Snacks are stocked in over 500 outlets across the U.A.E., Jordan and Oman, and they are set to be released in Saudi Arabia in October 2020. Sugar-free multivitamin gummies have been released, and the range is set to be expanded further with Fade Fit Food.

Fade is also involving his family in the business through his two daughters.

According to Fade, Noushe, 10, is the general manager, and Kikki, 8, the financial controller of Fade Fit. “What I love is that they are understanding the business that we are doing. It's not to the level that I understand it, but they understand about stock, sales, and marketing,” he says.

Born and raised in Australia, Fade came from humble beginnings. While completing a diploma in marketing at a local community college, he held numerous odd jobs, including washing and selling cars and working at a café.

After graduating, Fade started work at a marketing firm but soon realized that a nine-to-five wasn't for him. He caught wind of a promotional job at his local radio station, Edge 96.1, and applied for the position.

Fade drove the radio station's promotional car giving away gifts, before washing the car and cleaning the

warehouse. After finishing, he would go to the studio to observe the presenters. After a while, they started to show him the ropes. It was two and a half years before Fade was given the opportunity to help on one of the shows, and another six months before he became a full-time radio presenter.

He arrived in Dubai in 2008 to help launch Virgin Radio. Today, with a nine-year run, the Kris Fade Show is the biggest breakfast show in the U.A.E. In that time Fade has become a celebrity and household name. He has interviewed the likes of Will Smith, Robbie Williams, Rock Johnson, and Sir Richard Branson, among others. He has represented OSN at The Oscars for four years, and he hosted the Pope during his visit to Abu Dhabi.

Fade also made a surprise appearance at Forbes Middle East's latest event, The Storytellers, where he interviewed some of the most influential marketing and communication executives from the region.

You can find out more about Fade's personal and entrepreneurial journey by watching his exclusive interview with Forbes Middle East on our website.





Peter DeBenedictis, Chief Marketing Officer at Microsoft Middle East & Africa



Mustafa Shamseldin, Chief Marketing Officer at PepsiCo Africa, Middle East and South Asia



Anil Mathew Abraham, Director of Digital Sales & Marketing at Budget Rent a Car Saudi Arabia



Claire Carter, Marketing Director Middle East & Africa at Lenovo



Alyza Beg, Group Head – Corporate Affairs at Easa Saleh Al Gurg Group



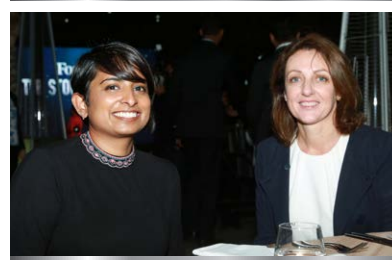
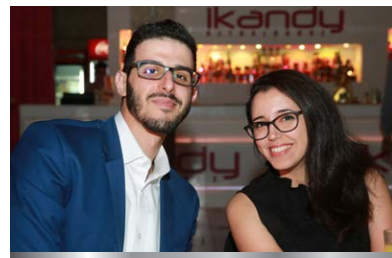
Sahar Khan, Director of Marketing at Bayut.com



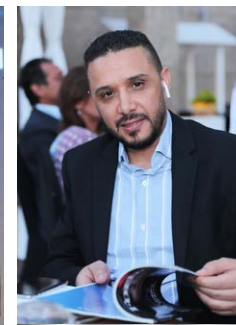
Fida Kibbi, Vice President and Head of Marketing, Communications and Sustainability & Corporate Responsibility at Ericsson Middle East & Africa



Karsten Jankowski, General Manager Marketing & PR at Infiniti Middle East



Shradha Maske, Group Marketing Manager at Mouawad and her team



Ahmed Suwaid, Deputy Marketing Director and **Ahmad Numan**, Director of Marketing & Corporate Communications at Ras Al Khaimah Economic Zone (RAKEZ)

