



ELIE KHOURI
REGIONAL MANAGING DIRECTOR
OMNICOM MEDIA GROUP - MENA

Elie leads the operations of two leading communication planning agencies, OMD and PHD, as well as several specialist companies and units. These include Integral, a research and insights company, OMD Digital, the region's largest digital media specialist, Fuse, a unit specializing in branded content and entertainment, and OMD International, the unit managing the group's clients' international media needs. Today, the group employs more than 300 people and is expanding its footprint across the region.

Beginning his tenure with the Omnicom Group in 1998, Elie served in various positions of management such as regional managing director of OMD, managing director of Media Direction and general manager of BBDO prior to assuming his current position with OMG.

In order to achieve both internal growth goals and support the development of the advertising and media industries, Elie is committed to building, attracting and nurturing professional talent in these fields, through various initiatives, for the benefit of the group's business and their clients, but also the industry at large.

He is also actively involved in various industry initiatives, such as the joint industry board to oversee TV viewership research projects in the region, and sits on the board of the International Advertising Association's UAE Chapter. Elie was named for two consecutive years in the 'Top 50 most Influential Arabs' by Arabian Business. Lately, Elie was awarded the prestigious "CEO of the year" 2008 award in the Media & Marketing category; an event by the "CEO" magazine in the Middle East.