



ROY MICHEL HADDAD
CHAIRMAN & CHIEF EXECUTIVE OFFICE
JWT MIDDLE EAST AND NORTH AFRICA

“The high ground” is one expression that crops up frequently in Roy Haddad’s conversation. Be it moral, cultural or intellectual, it is the position he has sought to occupy in all his endeavors – personal or professional.

The other one is his constant questioning **“where are we adding value”** in each and everything the agency does. This constant anxiety coupled with a relentless drive for excellence, has seen him transform a small agency in London specialized in the Arab World into one of the most highly rated regional networks in the Middle East and North Africa, with a portfolio that carries the highest number of brand leaders in the region. It has also led him to introduce many industry-wide initiatives that radically transformed standards for the benefit of the entire industry across the region. His long-standing belief that brand/consumer relationships are built from “broadcast to narrowcast” has also seen him lead a widespread drive for integration across his network.

A passionate believer in the notion of **“happy dissatisfaction”** for himself and the people around him, Haddad has used motivation as his main engine. He elevated positiveness to a way of life at the agency, making it renowned as an attractive working environment

“If you cannot smile, don’t open a shop” (a Chinese proverb) is the way he views the client/agency interface. This solution-driven attitude has been instrumental in developing some of the longest-lasting relationships in the industry.

Roy lived in Paris, New York, London and is currently based in Beirut. He started his advertising career in 1977, prior to setting up his own business in London in 1984. In 1987, his Agency signed an association agreement with J. Walter Thompson. Subsequently, JWT acquired majority equity. Throughout his career, he worked on a wide variety of accounts contributing to their success in the Middle East.

Currently, Mr Haddad is Chairman – Chief Executive Officer of JWT Middle East and North Africa, and a Member and Delegate of the Board of Mindshare MENA Group. He is also the Chairman of a foundation “Incognito” that supports young Arab artists (writers and musicians) to help them be published.

He is married, has 3 sons and loves jazz.