



SAMIR AYOUB
CEO
MINDSHARE

- Lebanese national, born in 1964. Married with 3 children
- Holds two masters in Statistics & Computer Science
- Started his career at Pan Arab Research Center (PARC) in 1986 where he spent 7 years.
- Moved from Lebanon to the Gulf in 1990.
- Joined MEMAC Ogilvy in 1993 as Media Manager, then promoted to Group Media Head in 1997
- Appointed as Regional Managing Director for MindShare GCC in Oct 99 on the foundation of MindShare MENA
- Promoted to CEO of MindShare MENA in October 2004.
- Actively involved in industry issues and committees
- Strong experience across all aspects of media & research business