



YOUSSEF HAMMAD
CHIEF COMMERCIAL OFFICER
SODIC

Youssef Hammad is SODIC's Chief Commercial Officer and is responsible for overseeing all of SODIC's commercial activities including Communications, Marketing, PR, Customer Service, Sales and Sales Operations. Youssef has international and cross-industry experience in general management and senior marketing in businesses ranging from start-ups to Fortune 500 Companies.

Before joining Sodic, Youssef was the Managing Director of the highly innovative [Inventa Productions Ltd](#), which leads the way in made-for-mobile video content creation and delivery. In January 2007 Inventa was acquired by [Buongiorno](#) – the world's leading mobile value-added-services company. Youssef is also a partner of the private equity firm Charollais Investment Management Group (www.charollaispartners.com) which focuses on investments in the turn-around of underperforming assets in Europe.

Prior to that Youssef headed [Orange's](#) Global Franchising Operations team which expanded, restructured and re-branded Orange's international mobile operations.

Previously, Youssef forged a successful track record managing numerous brands and businesses at [Procter & Gamble](#) in Switzerland, the Middle East & Africa. He has extensive experience launching, turning around and managing multiple businesses across the GCC, including Kuwait. After P&G, Youssef headed [Orascom's](#) Gouna Beverage business, leading it from start-up to exit. At Orascom, he also held the position of Marketing Director for the Group's Hotels & Resorts establishing them as some of the Middle East's premier tourist destinations.

Youssef is Swiss/Egyptian and has a BA degree in Political Science & Economics from the [American University in Cairo](#). He is fluent in English, French and Arabic.