



Ayman Fakoussa

Managing Partner
The Qode

Ayman has lived and worked in Dubai for 14 years, educated in Canada, he graduated from McGill University with honours in International Business & Entrepreneurship.

He started his career in Events Management for just over 1 year working in the UAE & Qatar. Ayman then worked at L'Oreal Luxury Division for 4 years in Regional Marketing (Product Management, Marketing, PR & events). He worked on several brands including Helena Rubinstein, Kiehl's and finally on Lancôme make-up, skincare & fragrance.

He moved on to set up and head the Marketing & PR department for the regional luxury retailer Villa Moda, developing the communications and marketing strategies for each market (UAE, Kuwait, Qatar, Bahrain), establishing strong relationships with media partners & VIPs around the region.

Ayman co-founded The Qode in 2010, and over the last 7 years the company has worked with some of the world's leading luxury brands. The Qode has successfully developed communications strategies for multinational and regional brands alike, in industries including fashion, cosmetics, art & design, food & beverage and hospitality. The agency covers a variety of services including Public Relations, Brand Consultancy, Digital & Social Media Services and Events.