



Ghassan Harfouche

**Group Chief Executive Officer
Middle East Communications Network (MCN)**

Ghassan Harfouche is Group CEO of the Middle East Communications Network (MCN), the leading advertising and marketing communications agency in the region. Ghassan is responsible for developing and driving the vision and strategy of MCN, identifying new growth opportunities in the region and enhancing integration between the various operating companies of the group and their respective global networks (IPG McCann Worldgroup and Media Brands). MCN manages and operates 14 different advertising, media and PR agency brands in 16 cities across 14 countries in the Middle East & North Africa.

Prior to joining MCN, Ghassan was the Managing Director of the Middle East Media Services (MEMS) a Choueiri Group company – for nine years, where he was responsible for establishing and growing the MEMS operation. Previously, he was the Deputy Executive Director at Saudi Arabian public company Tihama for Advertising and Public Relations, where he contributed to its restructuring and led its media representation network.

Earlier, Ghassan was the Trade Marketing director for De Beers – the world's leading diamond company covering the MENA region. Before that, Ghassan headed a company responsible for introducing, importing and distributing a portfolio of global FMCG brands to the MENA region.

Ghassan holds an Executive MBA from London Business School and a Masters Degree in Economics from St. Joseph University. He currently serves as an active member on the Dubai Council for Design and Fashion and is also a member of the board of the Mohammad Bin Rashid School of Communication. Ghassan has also served as a media economics professor at the American University in Dubai.