



## Maha Zeibak, Principal

Chief Executive Officer  
VIS à VIS

With a degree from Parsons School of Design in Fashion Marketing and Merchandising, a BA from Tufts University in Economics and International Relations, Maha began her career with a prominent wholesale and distribution agency where she was responsible for distributing womenswear brands to 200 boutiques and department stores across Canada. With a penchant for entrepreneurship, she co-founded UPC boutique, a luxury clothing and accessories boutique. It quickly became a destination store in Toronto's upscale Yorkville district and a laboratory for emerging designers.

With a desire to grow laterally, they collaborated with a design team to develop a private label, Thomas, which was distributed in New York and Toronto. UPC boutique also developed an e-commerce presence which propelled them to grow Internationally. Here developed a new dimension to her passion in retail and Maha began to immerse herself in e-commerce, where she became Head of Digital Merchandising for the premier online retail platform in the MENA region, Souq.com.