

Facebook Appoints Ramez T. Shehadi as Managing Director, Middle East and North Africa

Dubai, UAE, 20 November 2018: Facebook announced today the appointment of Ramez T. Shehadi as its new Managing Director in the Middle East and North Africa (MENA). In his new position, Ramez will lead the commercial growth and impact of Facebook and its expanding portfolio of apps, services and businesses across the region.

"The ever-evolving MENA region continues to be a key market for Facebook, with over 181 million people using the platform every month. Driven by a mobile-first strategy, Facebook's family of apps and services help people to explore new ways of digital storytelling and support brands to reach the right audiences. Ramez's depth of global experience in industry and technology strategy will help us further drive impact amongst individuals, communities and institutions in the region; while maintaining a focus on our mission to bring people together and build community. We remain only 1% finished in our journey and look forward to seeing Ramez lead our MENA team into the next chapter of Facebook's story in the region and beyond.", said Ari Kesisoglu, Vice President of Middle East, Turkey and Africa at Facebook.

Ramez brings extensive expertise in establishing, scaling and running regional and global lines of business and cross-industry portfolios for top-tier global consulting firms, most notably as Senior Partner and Managing Director of the MENA portfolio of Booz Allen Hamilton, Lead Partner of the MENA Digital Business and Technology practice of Booz & Company and Global co-lead of Booz Digital, among others.

Commenting on his appointment, Ramez said, "Digital transformation is well underway across the region, driven by demand for secure, fast and personalized online experiences throughout social communities and public and private sectors. I am excited to join the Facebook team at such a time and look forward to helping shape and drive the strategy in MENA, ensuring that the market remains prioritized and a source of information globally."

Ramez continues his efforts in social responsibility, actively supporting entrepreneurship and digital startups across the region as well as NGOs empowering communities in need. He serves on boards of leading global public, private and non-profit institutions and is a fellow moderator of the Aspen Institute's Middle East Leadership Initiative.

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