

# JWT Cairo appoints new ECD

Marketing communications brand, JWT, has appointed award-winning Abdelsalam Abdelsalam as Executive Creative Director in Cairo.



Abdelsalam Abdelsalam

Abdelsalam brings 10 years of experience in the creative field and numerous creative accolades to his partnership with Mohammed Sabry, JWT Cairo's Managing Director. He will report in to Ramsey Naja, Chief Creative Officer, JWT MEA.

Overseeing Cairo's creative vision, he will continue to support and develop the agency's creative output including that of the new Ethos at JWT company, JWT Entertainment and JWT Experience offerings. Collectively these have already put the group in Cairo on the world map with regards to effectiveness and creativity and made the team a magnet for both talent and clients.

## Experience

Prior to joining JWT, Abdelsalam managed the Coca-Cola portfolio as ECD at FP7 in Cairo, for four years, handling it at both regional and local levels. His creative leadership drove the output of six teams and was instrumental in winning Mobini's Telecom data business. He has also headed up the creative team for Pepsi at BBDO for three years. Abdelsalam began his career with an internship at JWT Cairo in the creative department and was hired as a copywriter shortly afterwards, working on Nestle and Unilever, and helping JWT win the Vodafone Egypt business.

"Abdi is a fantastic talent and someone who has JWT written all over him", said Ramsey Naja. "He has that perfect blend of strategic thinking and natural creative talent which is today essential for successful creatives. He also happens to be a lovely guy with a charismatic personality. He joins an office whose creative reputation is second to none and he is already looking at ways of improving on that. I am absolutely delighted to have him on board."

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