



Hani Al Aita
BIO

Hani AlAita has over 11 years of International FMCG and Consumer Healthcare marketing experience with a successful track record in driving the development of key leading global brands for Danone, Johnson & Johnson, and Pfizer across Canada, Europe, Middle East, North Africa and Pakistan. He is currently the Regional Marketing Manager - Middle East driving the Danone Nutricia Early Life Nutrition Growing up milk business, and leading the Regional Digital Engagement transformation.

Prior to that, Hani was the J&J EMEA Franchise Manager where he drove the Digestive Health Portfolio (IMODIUM, MICROLAX, MOTILIUM, PEPCID) through significant geographic and usage occasions expansions. In Canada, Hani AlAita also managed as part of Pfizer Consumer Healthcare the Smoking Cessation portfolio (NICODERM, NICRORETTE) and Allergy Portfolio (REACTINE, BENADRYL).

Before joining Pfizer, Mr. AlAita completed his MBA at Schulich (York University). His marketing/entrepreneurial career also included co-founding in 2002 one of the first e-commerce virtual movie rental companies in Canada (rentamovie.ca) which was later acquired prior to starting his MBA.

Specialties:

- Brand Management, Localized positioning
- Digital Marketing / Engagement
- Multi tier, Multi country management
- Category / Portfolio Management