



**Omar A Katerji**  
**Regional Media Manager**  
**Ferrero Gulf**

Omar A. Katerji currently serves as Regional Media Manager at Ferrero Gulf, a position he has held since 2014. His role entails formulating integrated, multichannel and optimal media plans across brands and campaigns – and ensuring that they're tied to tangible measures and outcomes.

Omar boasts more than 14 years of experience in the region's complex, fast-evolving media industry. To date, he has worked with renowned, multinational brands across key sectors including FMCG, Financial services, Real estate, Hospitality and Automotive.

Over the years, he has been responsible for the development and implementation of award-winning brand strategies – amassing both global and regional industry accolades.