



Priya Sarma Mathur

Corporate Communication Manager Unilever MENA
& Employee Engagement Specialist NAMETRUB



Priya completed her Masters in Business from India, after which she joined FCB Ulka, India's 4th largest advertising agency as a Management Trainee. She worked there for two & half years, after which she moved to Egypt.

In Egypt she worked with Equity Advertising, an affiliate of Grey Communications as an Account Manager and assisted in the re- launch of 'Fayrouz' a non-alcoholic beverage via a memorable campaign. While at Equity she assisted in pitching for and winning clients for the agency while also managing the strategic development and advertising of a host of local and international brands.

In 2002 she joined Lowe Look, an affiliate of Lowe Worldwide, as the Regional Account Director - NAMET where she worked on the advertising of Unilever brands such as Rexona, Axe and Signal.

Priya joined Unilever in February 2008 as the Corporate Communication Manager for North Africa Middle East and is based in the company's regional headquarters in Jebel Ali, Dubai. In January 2012 she was assigned the additional responsibility for managing Employee Engagement across the Unilever countries of North Africa Middle East, Turkey, Russia, Ukraine and Belarus.

Priya is an Accredited Business Communicator (ABC) having successfully completed a course from the International Association for Business Communicators in 2010. She is based in Dubai, U.A.E. with her husband - a Creative Director, and twin boys.