

Coca-Cola's Islam ElDessouky to chair WFA's Mena meetings

Coca-Cola's head of integrated marketing communications for the Middle East Islam ElDessouky was named the first chair for the World Federation of Advertisers' (WFA) Mena meetings. In his capacity as chair, ElDessouky will help to drive the agenda and ensure that local challenges are also addressed.

He is an experienced marketer who has worked for Coca-Cola since 2006 in a variety of brand management roles based in Bahrain, Turkey and the UAE. In his current role, he is responsible for creative excellence, shopper strategy, digital strategy and media connection across the GCC, Levant, and Iraq.

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