



**MR. IBRAHIM ZEINELABDIN**  
Regional Head of Marketing at PepsiCo

**EXECUTIVE LECTURE SERIES  
COLLEGE OF BUSINESS**

LECTURE TITLE:

**Creativity  
& Strategy**

**Bio**

- Regional Head of Marketing at PepsiCo. With over 20 years of Marketing experience in the FMCG brands' world.
- Always looking after brands' growth strategy setting.
- Passionate about driving every growth levers driven by consumer centricity.
- Led major local and global brands, few to mention, Pepsi TM, Mirinda, 7UP, Mountain Dew, Aquafina, Tropicana, Lay's, Doritos, Cheetos, Tasali and Sunbites.

**Lecture outline**

- The Opportunity: Writing the best brief
- The Idea: Getting the output from the brief
- The Connections: Strategizing the consumer journey with content
- Activation: Landing the optimum media plan



Wednesday, March 23<sup>rd</sup> 2022



12:00 - 1:00 PM



Lecture Theater