



**AHMED RADY**  
**MIDDLE EAST BUSINESS UNIT MARKETING MANAGER**  
**COCA-COLA**

- Egyptian national. French Educated.
- Married with 1 child. Sports fan especially football and basketball.
- Holds a bachelor degree in Mechanical engineering from American University in Cairo.
- Started his career with P&G Egypt in 1997, and spent 3 years working on Ariel brand.
- Joined Coca-Cola in 2000 and moved to Cyprus as Coca-Cola brand manager responsible for Near East (Lebanon, Jordan and Yemen).
- Was promoted to Near East marketing manager and lived in Lebanon and Jordan between 2001 and 2002.
- Became Saudi Coca-Cola Marketing manager in 2003, and by beginning 2004 moved to Bahrain as the Group Brand Manager for Coca-cola TM across the Middle East Region.
- Appointed as Marketing Manager for the Middle East by end of 2006. Responsible for KO portfolio of sparkling and still beverages across the 13 countries.