



AHMED AL MASSARI

CEO & CREATIVE DIRECTOR

Ahmed is a passionate entrepreneur and mentor who takes challenges and opportunities head on. He is a speaker and an award winner in many business fields.

Through his leadership and strategic thinking, Perpetual Group has been nominated for the Company Category Awards by Marketing 2.0 in 2022 and is well on its way to receiving more accolades in the future.

Ahmed himself has received the Outstanding Leadership Award from the same awarding body as well as the Excellence in Entrepreneurship and Innovation Award from the Australian Embassy in 2019.

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EDUCATION

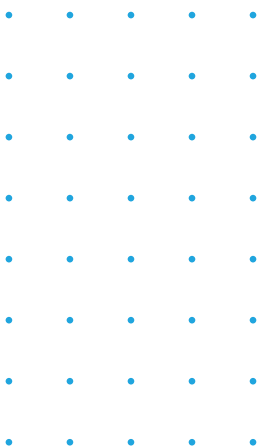
- ▶ BA in Enterprise System
- ▶ Queensland university of technology, Australia
- ▶ Diploma in Financial Planning
International Institute of Technology, Australia
- ▶ RG146 Specialist Foreign Exchange
International Institute of Technology, Australia

EXPERIENCE

- ▶ Chairman of
The First Perpetual Investment Holding Company
- ▶ Chairman of Perpetual Gulf
- ▶ Founder and CEO of Perpetual Strategic Services Co. W.LL

ACHIEVEMENTS

- ▶ Motivational Speaker
- ▶ University of Dammam
- ▶ Iffat University
- ▶ ARAMCO Company-Saudi
- ▶ Arabia Pearl Magazine
- ▶ Business Clinic
- ▶ Interview on Bahrain TV
- ▶ Ministry of Labor and Social Development in Bahrain
- ▶ TAMKEEN
- ▶ Princess Nora Bint Abdulrahman University
- ▶ Biban | Monsha'at Small & Medium Enterprises
General Authority
- ▶ Imam Abdulrahman bin Faisal University
- ▶ Prince Sultan bin Abdulaziz Fund
- ▶ Asharqia Chamber



PROJECTS & CLIENTS

Being the Creative Director at Perpetual Group, he has been leading the creative aspects of delivering exceptional results for a variety of projects and clients such as the following, to name a few:

- ▶ Yamaha Music School launch campaign in Riyadh and website development
- ▶ ADawlah social media management and digital marketing campaigns
- ▶ Bose #RuleTheQuiet video production and digital marketing campaign
- ▶ Riyadh International Book Fair website development
- ▶ O Plus branding and website development
- ▶ National Finance House rebranding and digital marketing campaign
- ▶ Al Kholi Group rebranding along with its subsidiaries
- ▶ SilkySkin digital marketing campaigns
- ▶ Majaz website development
- ▶ La Stella Gulf website development
- ▶ Al-Dawaa Pharmacies digital marketing campaigns



TRAINING



AWARDS

With the leadership of its Founder and CEO, AHMED AL MASSARI, who is a passionate entrepreneur and mentor, Perpetual has been nominated for the Company Category Award by Marketing 2.0 in 2022 and is well on its way to receiving more accolades in the future.



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