



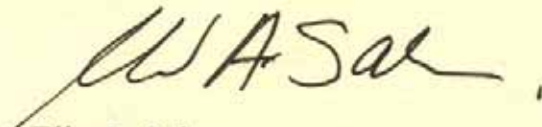
To: The University Community  
From: The President  
Subject: Appointment of a New Director

11 September 2017

I am pleased to announce the appointment of Mr. Raed Gerges as Director of the Office of Communication and Public Relations. Raed, as his attached C.V. indicates, had extensive experience in communication in major international companies in the Arabian Gulf and in Europe.

As a new Director, he will be meeting with all appropriate members of the University to better define the new role of this Office in enhancing the image of the University. The need to enhance our communication system inside the University, as well as outside has become obvious.

I appreciate your cooperation in giving him and his team the full support he needs to ensure our success in an area that impacts on our internal efficiency and on garnering external support.

  
Elie A. Salem

Att. Mr. Raed Gerges C.V.

## Raed Gerges

Communication and Media Expert



Raed's experience span over 20 years, gathered from three key angles: media, Public Relations and corporate communications through his work with multinational companies handling projects in various countries around the world. This has helped him counseling successfully a variety of clients in different markets from Europe to the Americas, the Middle East and Asia. His early media and broadcasting career coupled with his field experience in many sectors have provided him with wide exposure to public relations, corporate and marketing communication.

Prior to joining the University of Balamand as Director of Communication and Public Relations, Raed held several senior positions in leading international companies. He was Head of Marketing and Communication at Marya-a private investment group in the UAE, Vice President at DAMAC Group, the number one real estate developer in Dubai in terms of sales revenues in 2015, managed "Quintet", a communication and media consulting company, lead the Public Relations operation for Leo Burnett across the Middle East and worked with Red Bull as Director of Communications for the Middle East, North Africa and South Asia where he established and managed the Communication operation in 12 markets including Japan. Throughout his career Raed worked on international brands and handled projects implemented in more than 30 countries.

Raed is Lebanese-Canadian and he is fluent in English, French, Arabic and is currently learning German. He holds a Masters' degree in Sociology, and he attended post graduate studies in communication at the University of Ottawa. He was listed as media and communication trainer with the UNDP worldwide, he has several published articles about media, public opinion and various related topics. He is a regular guest speaker in several TV programs and congresses.