

Press release

Riyadh, Saudi Arabia

July 2007



GCI Middle East network bolsters senior management team with KSA hire

GCI Public Relations Middle East today announced the appointment of Neil Barrett as PR Director for Saudi Arabia. Barrett brings a broad range of corporate, brand and marketing communication expertise and has over twenty years experience with ten of those spent in Saudi.

Barrett will assume key client and agency management responsibilities. He will report to Greg Wixted, Regional Director of GCI Middle East and will serve as a member of the senior GCI management team.

“The Middle East is one of the most vibrant and exciting business hubs in the world and Neil joins us at a critical moment in the development of our business as we expand not only into new sectors of expertise but the opening of new offices in the MENA region. His remit is to manage the overall exiting business in Saudi Arabia of the agency maximising quality and efficiencies. He will also provide senior counsel to our client portfolio in the region and will be responsible for KSA new business,” said Wixted.

Barrett joins from Ogilvy One where as a Director he led the agency’s work on behalf of Al Rajhi Bank, Saudi Telecom, Unilever and NAS airlines, under his tenure he worked alongside Wixted in developing a PR & CRM communications tool for the region, which was successfully implemented across a number of clients, the new tools Hand in Hand will be further developed and rolled out across the GCI Middle East network in the coming months.

“I’m really delighted to be joining the Riyadh team and everyone at GCI and look forward to making a meaningful contribution to the company’s growing reputation for creative and results-driven communications in the region”

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For further information please contact:

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