



Press release

GCI HIRES NEW PR DIRECTOR FOR BAHRAIN

GCI Middle East set to bolster its regional management team even further with the hiring of a new PR Director in Bahrain.

Christine Warren has been tempted to the Middle East to head up GCI's Bahrain PR operation following a multi award winning career in the UK.

Warren, 32, has over 10 years of experience in communications and event management working across many blue chip clients in the UK and Europe.

Her brief is to boost the firm's offering and reputation in Bahrain, which foresees considerable growth and development in the coming year.

Commenting on her appointment, Warren said: "I am delighted to be joining the CGI Middle East Network. Bahrain is one of the most vibrant and exciting business hubs in the Middle East and I am looking forward to the challenge of developing the business."

Greg Wixted, GCI Middle East, Regional Director commented: "When we started the search for someone to head the Bahrain team, we were looking for someone who could really drive the business forward and has a deep understanding of PR and results-driven communications, and Christine was the perfect candidate."

"Our decision was based not only on her ability to win, and retain, new business but on her ability to implement best practice, which is key in delivering our 3 year business growth strategy of becoming a top three regional network agency within three years"

In addition to it's presence in Dubai, Doha, Beirut, Cairo, Saudi Arabia and now Bahrain, GCI is planning to expand by using the Grey Middle East Network and has immediate plans to develop its offering in Saudi Arabia further.

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Notes to editors:

Christine brings a wealth of experience across a wide range of sectors; she has won many awards for her work and has twice been highly commended as the Young PR of the Year at the PR Week Awards. Over the last five years she has been a PR and Marketing pundit for the BBC. Christine founded her own PR agency and in 2001 sold it to Weber Shandwick Worldwide. Previous to joining GCI, she worked as the Director of Communications for UK based film charity MediCinema.

For further information please contact:

Greg Wixted MCIPR

Regional PR Director

GCI Public Relations Middle East Network

D/L +974 428 3146

M: +974 5085320

E: greg.wixted@gcimena.com