



Farah Sayeed

Director - Brands & MarCom

Farah has over 20 years of experience building brands in international markets with a track record of hybrid marketing and a focus on the financial sector.

She brings expertise in strategic and tactical branding, consumer insights, product development and customer experience. Her digital expertise includes in-depth knowledge of UX/UI as well as social media marketing and strategy.

She started her career as a banker with Deutsche Bank and Credit Agricole Indosuez. Following this, she spent 8 years in Chicago, IL building digital assets for McDonald's, Beer Nuts, and the Chicago Mercantile Exchange.

Farah has worked with brands including group companies in the AKFED portfolio, Emaar and Bank Alfalah, creating 360° solutions that built brand equity across all channels. She has won multiple awards for excellence in advertising and sustainability.

Farah holds a Bachelor's degree in Philosophy with a minor in Economics from Hobart and William Smith Colleges in Geneva, New York.