

21-02-2026

To Whom It May Concern

I am pleased to write this letter in strong recommendation of **Mr. Joseph Bayeh**, who worked with me at **Grey Worldwide – Riyadh Office**, where I was serving as CEO of Grey Saudi Arabia during his tenure.

Joseph held the position of **Art Director**, and throughout his time with us, he consistently demonstrated a high level of creative excellence, professionalism, and strategic thinking. He is a talented visual communicator with a refined design sensibility and a strong understanding of brand storytelling within the Saudi market.

What distinguished Joseph was not only his creative capability but also his ability to translate business objectives into compelling visual solutions. He played a key role in developing impactful campaigns, collaborating effectively with cross-functional teams, and maintaining high production standards under tight deadlines.

Joseph is reliable, detail-oriented, and brings a positive, solutions-driven mindset to every project. His work ethic and collaborative spirit made him a valued member of the team and a trusted creative partner.

I have full confidence in Joseph's ability to add value to any organization he joins, and I recommend him without reservation.

Should you require any further information, please feel free to contact me.

Sincerely,

**Marc BouHarb**

Former CEO – Grey Saudi Arabia

Managing Partner – Born Creators KSA

[marc.bouharb@borncreatorsmena.com](mailto:marc.bouharb@borncreatorsmena.com)

A handwritten signature in black ink, appearing to read 'Marc BouHarb', with a horizontal line drawn through it.