

To Whom It May Concern,

My name is Chehadi Bourdoukan, Executive Creative Director with over 16 years of experience across Saudi Arabia, the UAE, Qatar, and Lebanon. Throughout my career, I have worked with leading global agencies including BBDO, TBWA, Ogilvy, and Grey.

I have had the pleasure of working with Joseph Bayeh during two key stages of his career. First, from 2011 to 2014 at TBWA, where he joined as a Junior Art Director under my supervision. During that time, I witnessed his strong ambition, discipline, and commitment to growth. Through dedication and continuous development, Joseph progressed into a confident Art Director, taking on greater responsibility and successfully leading major accounts.

At TBWA, Joseph worked on high-profile regional clients including Almarai, Nissan, Infiniti, Standard Chartered Bank, and KitKat. He consistently demonstrated strong conceptual thinking, attention to detail, and the ability to deliver under pressure.

We had the opportunity to work together again in 2019 at Grey Worldwide, and I was genuinely impressed by the level he had reached. His growth in leadership, strategic thinking, and execution was remarkable. He was not only delivering high-quality creative work but also mentoring and supporting his team's development. Joseph became a reliable pillar within the creative department.

Among the clients where Joseph added significant value were Nadec, Riyad Bank, the General Entertainment Authority (GEA), the General Sports Authority (GSA), and HP. His ability to understand business objectives and translate them into effective, culturally relevant creative solutions made a real impact.

Joseph is a hardworking, dependable, and thoughtful creative professional. He combines strong artistic sensibility with leadership maturity and collaborative spirit. I confidently recommend him for any role that requires both creative excellence and team leadership.

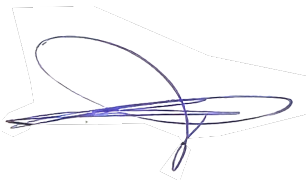
Please feel free to contact me should you require any further information.

Email: Chehadi.b@gmail.com

Contact number: 00966 5 40823278

Sincerely,
Chehadi Bourdoukan
Executive Creative Director

Signature

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke, enclosed in a light blue dashed rectangular border.