



Medhat Yassin

Biography

Over 25 years of experience in brand building, marketing, business development, and sales in large multinational and local corporate companies in Egypt and across the MENA region.

Yassin has worked with over 400 brands as a business consultant to strategize their expansions, develop plans, increase sales growth, formulate brands, and direct their communication, besides founding more than 8 startups, from which one was fully acquired by a group of investors in 2020.

He began his extraordinary career at two Fortune 500 corporations, IBM and P&G, where he learned from the best multinational players in the world, He then went to the GCC to oversee the Burger King and Applebee's brands, and soon after... his track record of success led him to become the regional marketing director for BURGER KING Middle East and North Africa.

Yassin has a long history of entrepreneurship that began in 1998 with restaurants and catering businesses, then moved on to the tech industry and established one of the first IVR mobile service support companies in Egypt, and by 2012, he introduced the concept of Buy One Get One through his company (Win-Win Business Development) alongside 7 other startups, where he opened the door to more than 400 brands mainly F&B to serve more than 1.25 million consumers, the extraordinary success of BOGO plus attracted investors and led to successful acquisition for it. During the COVID-19 crisis, Medhat launched a non-profit initiative called (نجاحكم يسعدنا) to assist startups and SMEs by providing marketing advice, business consulting, and coaching in order to help them stay in business and thrive after the crisis, the initiative went viral and more than 1000 startups & SMEs have been in contact with Medhat Yassin to this day and more than 60 enterprises have been coached and mentored by him in person.

Certified mentor, consultant, and expert in EU - GIMED, and EBRD

Founded Food360 the F&B business enabler, a firm that specialized in F&B concept creation, turnaround, and F&B project management.

Motivated by his passion to help & connect with people, Medhat has Founded (Cairo Business Community) a business initiative that aims to create a collaborative business environment, based on knowledge sharing, and exchange of experiences and business relations in order to support and develop entrepreneurs in Egypt and the Middle East.

Medhat Yassin's exquisite work has been recognized numerous times by local and international media, as he has been interviewed by numerous television channels including CBC, DMC, CNBC Arabia , Nile News, and many more television programs and radio stations.

He is known for being the main player in most of the successful F&B concepts and mega projects in Egypt.