

Chris Abboud Appointed as General Manager of Beyti, an Almarai Subsidiary

Cairo, Egypt : December 17, 2024 – Beyti, an Almarai subsidiary, has welcomed Mr. Chris Abboud as its new General Manager, succeeding Mr. Mark Wyllie, who significantly contributed to Beyti's growth and success over the past 5 years.

Chris Abboud is an accomplished leader with over two decades of experience, spanning four continents in both emerging and developed markets all in the FMCG industry where he has held various leadership roles at Nestlé, PepsiCo, and Procter & Gamble.

Known for driving business transformations, expanding markets, and implementing sustainable strategies, Chris is poised to bring his visionary leadership to further strengthen Beyti's market position and lead its continued success story in Egypt.

To learn more about Mr. Chris Abboud's professional background, please visit
<http://linkedin.com/in/chris-abboud>