Ahmed Hafez

Strategic Brand Advisor | Communications Leader

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Over 22 years in branding, media, and strategy — building icons, shaping narratives, and delivering impact across sports, telecom, and global brands.

Profile Snapshot

Strategic brand and communications professional with 22+ years of experience across sports, telecom, media, and entertainment. My career has covered brand strategy, PR, sponsorships, major events, media relations, and sports marketing, working with some of the region's leading brands and sports properties.

Currently Corporate Communications Lead at AIN Entertainment and Founder & Strategic Advisor at On Stage Network, with direct consultancy experience in sports, including serving as Marketing Director Consultant to the Egyptian Handball Federation.

Core Skills

• Brand Strategy & Storytelling
• Sponsorship Activation
• Media Relations & PR
• Crisis Communications
• Event & Partnership Management
• Sports Communications
• Stakeholder Management
• Athlete Branding
• Global Campaign Execution

Signature Achievements

• Built Al Ahly SC's first official website and launched the "El Ahly... Everywhere" column.
• Created "Etisalat Benheb El Ahly", changing the way the brand connected with Al Ahly fans.
• Negotiated and activated the Mohamed Salah partnership.
• Led Etisalat PR activities around Formula 1 Abu Dhabi, Manchester City, FC Barcelona, FIFA World Cup Russia 2018, and Expo 2020 Dubai.
• Founded On Stage Network, focusing on sports marketing, communications, partnerships, and athlete branding.
• Through On Stage Network, served as Marketing Director Consultant to the Egyptian Handball Federation.

• Advised the Egyptian Emirati Business Council on high-level business and diplomatic events.
• Led communications around major sports and entertainment projects, including Al Ahly Stadium & Sports City.

Career Timeline

2004–2006 – Journalist & Media Center Officer, Al Ahly SC

2007–2017 – Advertising & Communication Strategist, Etisalat Misr

2017–2024 – PR & Communications Leadership, Etisalat by e& | Advisor, Egyptian Emirati Business Council

2025–Present – Founder & Strategic Advisor, On Stage Network
Marketing Director Consultant, Egyptian Handball Federation

2026–Present – Corporate Communications Lead, AIN Entertainment

Education

B.A. Business Administration & Economics – Modern Academy in Maadi

Languages

Arabic (Native) | English (Excellent)

Iconic Brands & Collaborations

Al Ahly SC | Etisalat by e& | Mohamed Salah | Manchester City | FC Barcelona | Formula 1 Abu Dhabi | FIFA World Cup Russia 2018 | Expo 2020 Dubai | Egyptian Emirati Business Council | Egyptian Handball Federation | AIN Entertainment