

# Shadi Al Hasan

## Flagship Projects Founder and CEO

### A serial entrepreneur, investor and ventures builder.

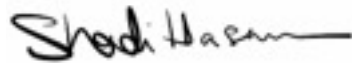
With a background of strategic communications, Shadi Al Hasan is renowned for brand positioning and creative alternative solutions. His unique ability lies in the conceptualization of localized communication strategies and developing channels that are in line with the cultural setting of the Arab world.

Shadi has had 25+ years of high-level industry experience in the Middle East market, with contributions to creative communications field and smart communication solutions having earned him significant industry recognition. He has spoken at conferences and seminars throughout his career and is a regular resident at renowned Pan Arab satellite programs.

Shadi has established Flagship Projects in DMC in 2002, a holding company behind the following achievements:

- Initiated the "Dubai Heart" brand for DTCM to be the first Branding ID of Dubai in 2006-8
- Started app development in 2009 leading the first UAE Gov. apps to be on app stores
- Won the World Summit Award by the UN in 2010 for Hesabi Edu. App
- Founded "Rufoof" the leading Arabic eBook platform in the Arab world
- Winning the WSA (World Summit Award) in 2011 for Rufoof eBook platform
- Ranked 49 at the Dubai SME100 by Dubai Government in 2013
- Founder of the first Autism Arabic communication solution "Babnoor" in 2014
- Partnering with Storytel - Sweden in 2016 bringing Arabic Audiobooks to the Arab world
- Launched "GOSMRT", a Start-up user manual and toolbox in a digital platform in 2018

His areas of specialization include: Smart communication solutions, branding, art, high-end copywriting, entrepreneurial mentorship. Shadi is influenced by Apple Inc. school of thoughts.



[www.linkedin.com/in/shadi-al-hasan-281a495](https://www.linkedin.com/in/shadi-al-hasan-281a495)