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1999 - 2000 Brand Manager Beauty Care, Henkel Tunisia 2001 - 2005 Director Marketing Laundry & Home, Henkel Algeria 2006 - 2007 Director Sales & Marketing, Henkel Iran 2008 - 2010 MENA-Director, Regional Marketing Home Care, Henkel Egypt 2011 - 2012 Director International Marketing HSC, Laundry & Home Care, Henkel Germany 2012 - 2013 General Manager, Laundry & Home Care, Country President, Henkel Tunisia 2014 - 2015 General Manager, Laundry & Home Care, Country President, Henkel Algeria Since 2016 Corporate Director, Henkel Group Strategy Unit, Henkel Germany