



Sunil John
Founder and CEO

Sunil John is the Founder & CEO of ASDA'A Burson-Marsteller, the region's leading PR consultancy - a part of the WPP Group. He also leads Proof ME, a specialist branding and digital marketing firm, and PSB Research ME that offers polling and research-based consultancy for corporate and marketing campaigns in the region. The three entities - ASDA'A BM, Proof and PSB Research – together provide integrated marketing communication services for over 100 retained clients in the Government and private sectors in the Middle East and North Africa region.

At the heart of the public relations business in the Middle East for more than two decades, Sunil has shaped ASDA'A Burson-Marsteller (www.asdaabm.com) to be the benchmark public relations consultancy in the Arab world, advising governments, multinationals and global & local companies. Sunil is the first PR professional in the Middle East to receive the [Outstanding Individual Achievement SABRE Award](#) (EMEA) from The Holmes Report, in May 2014. He was also recently honoured with the [Chairman's Award 2016](#) at the Middle East PR Awards (MEPRA) in November 2016.

Today, ASDA'A Burson-Marsteller has more than 160 professionals in 10 wholly-owned offices across the Middle East and North Africa markets. The success of the company has been widely acknowledged; ASDA'A Burson-Marsteller received the '[Grand Stevie](#)' award after a record 28 wins (five Golds, 14 Silvers and 9 Bronzes) at the 2017 International Business Awards and the In2 SABRE Award for "[Thought Leadership in PR 2016 & 2017](#)" by The Holmes Report for Arab Youth Survey.

Sunil has been the driver behind the annual [ASDA'A Burson-Marsteller Arab Youth Survey](#), a unique thought leadership initiative initiated in 2008, and today, one of the most widely cited pieces of public opinion research on the region by media and policymakers across the world.