

Victoria Webb appointed as new managing director of Incubeta MENA

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International digital marketing partner, [Incubeta](#), has announced the appointment of Victoria Webb as the new managing director of its Middle East and North Africa (MENA) region. Backed by over 18 years of experience in both traditional and digital media marketing, Victoria's elevation to this leadership role is testament to her skill, dedication, and outstanding contributions to the agency since she joined (then NMPi) in 2017.



Having started as the client services director for the sub-Saharan Africa (SSA) region, Victoria had an immediate impact on the company and swiftly climbed the ranks, most recently holding the title of regional growth and innovation director at Incubeta MENA since 2022. Her tenure at the company boasts several notable achievements, such as spearheading growth in the SSA market while retaining tier 1 clients, driving regional expansion by leading winning pitches across the MENA region, and solidifying Incubeta's key regional partnerships including with TikTok and Google.

In her new role, Victoria is committed to enhancing Incubeta's position as the leading digital solutions partner in the MENA region, with a focus on delivering tangible business benefits to clients and partners through seamlessly integrated marketing strategies. This will be accomplished by increasing investment in four critical areas: innovation, talent, client relationships, and partnerships. Incubeta's strategy also involves diversifying its current service offerings to align with market demand and emerging technologies, with a particular focus on leveraging Incubeta's Cloud solution.

"I'm deeply honoured to be stepping into the role of Managing Director for Incubeta MENA," commented Victoria Webb, managing director, Incubeta MENA. "Over the years, I've been privileged to witness and contribute to our dynamic growth and evolution, and I am incredibly excited to be leading our team as we strive to further innovation, nurture new talent and foster stronger, long-lasting client relationships that will shape the digital landscape of the MENA region."

Neal Patel, the outgoing MD, has been managing director and partner of Bruce Clay since 2017 and saw it through its acquisition by Incubeta in 2022. Under his leadership the company grew exponentially, with the workforce expanding from 5 to over 120 members of staff, and attracted some of the most well-known brands in the world including Johnson and Johnson, McDonald's and Saudi-based destination, AIUla. He will be leaving to focus on other entrepreneurial ventures in the fields of AI, Edtech, Cloud-based marketing and creative technology.

"We've already seen a great deal of success in the MENA region, and I am certain that this will continue and grow under Victoria's leadership," added Lars Lehne, Global CEO, Incubeta. "She has had a significant impact on the company ever since she joined and was the perfect candidate for this position. I am also incredibly grateful to Neal for his hard work, passion and commitment to the business, and I'm pleased that he will stay close to the business in a senior advisory capacity"

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