

About Melika Yazdjerdi



Melika Yazdjerdi's impressive career spans multiple regions and sectors. As the Head of Corporate Marketing & Communications at Seddiqi Holding, she oversees the development and execution of all corporate communication strategies across Seddiqi Holding and its subsidiaries. Her wealth of knowledge, garnered from her experience in strategic posts, comes from her involvement within the commodities, luxury, retail, and hospitality sectors. Melika joined Ahmed Seddiqi & Sons in 2009 to spearhead the development of the Corporate Marketing and Communications division, establishing a global standard across the organization and overseeing the implementation of a number of corporate initiatives including the inception and execution of the first GPHG exhibition in the Middle East in 2013 and the first-ever event dedicated to horology in the Middle East, the Dubai Watch Week in 2015. Melika has built a genuine and deep-rooted love for the world of luxury marketing and the traditions behind family business in the region. Melika holds an MBA in business management, marketing and related support services from the University of Wales, United Kingdom.