

التاريخ: 2021/03/01  
الرقم: 1100 /2/1/HR

السادة هيئة الأوراق المالية المحترمين

الموضوع: الإفصاح عن تعيين رئيس إدارة التسويق

تحية طيبة وبعد،،،

بالإشارة إلى أحكام المادة (11) من تعليمات إفصاح الشركات المصدرة والمعايير المحاسبية ومعايير التدقيق لسنة 2004 وتعديلاتها حتى سنة 2019 المعمول بها، يرجى التكرم بالعلم بأن مجلس إدارة البنك قد قرر الموافقة على تعيين الفاضلة "تولين محمد محمود بارطو" كرئيس إدارة التسويق، حيث أنه قد تم استلام موافقة البنك المركزي الأردني على التعيين بتاريخ 2021/02/01 وحسب الأصول.

وتفضلوا بقبول فائق الاحترام،،،

بنك المال الاردني



**Date: March 01, 2021**

**Ref : HR/2/1/ 1100**

**Messrs. Jordan Securities Commission**

**Subject: Chief of Marketing Appointment**

Kindly be informed that the Board of Directors of Capital Bank of Jordan decided to appoint **Ms. Touleen Moh'd Mah'd Barto** as the **Chief of Marketing**.

The above information is disclosed pursuant to article (11) of the Instructions of Issuing Companies Disclosure, Accounting and Auditing Standards for the Year 2004.

**Capital Bank of Jordan**



- CBJ approval on the appointment was received on 01/02/2021.

*Handwritten signatures in blue ink, including one that appears to say 'Hajj' and another 'Abnata'.*

Amman, Jordan

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## Touleen M. Barto

Date of Birth: 13<sup>th</sup> August 1976

Place of birth: Amman, Jordan

Gender: Female

Marital Status: Single

Languages: Arabic (mother tongue), English (fluent) & French (passed CERTIFICAT exam during school).

### Professional Profile Summary

Initiating my career with Fastlink, presently Zain Jordan, one of the leading telecommunication companies in the region, as a Prepaid Officer in the marketing department has nourished my existing marketing experience and equipped me with a robust business background.

The combination of my solid educational background in Advertising, Marketing, Business Administration and my work experience in Zain has given me the chance to lead and manage various market segments such as corporate, consumer and eventually successfully establishing the first youth division, within Zain Jordan. A division that is now being recognized and which initiatives are being used as best practices across Zain Group.

My strong strategic vision and ability to transfer knowledge and develop team members resulted in my appointment as Head of the "Marketing Communication" division along with my current role as Head of the "Youth Segment". This further along with heading the Marketing and Communications department at HSBC Jordan enhanced my leadership skills and equipped me with a well rounded experience in various Marketing, Comms .PR and CSR domains and functions, leading me to my existing role as Brand and Communication Director at Orange Jordan.

I am very keen to grow my career in the field of marketing and communication, as it continues to ignite my passion with its ever evolving and challenging nature and most of all for the continuous learning experiences it offers whether in the local telecommunication sector or in a different market and industry.

### Education

2003 – 2004 University of Leeds / Business School Leeds - UK  
*MA in Advertising & Marketing* graduated with Merit  
**Dissertation:** "*Relationship Marketing Applicability During The Hotel Service Encounter*".

1994 – 1998 University of Jordan / Business school Amman - Jordan  
*B.sc. degree in Business Administration*  
With an average of (3.27 out of 4) Rating: (very good)  
6<sup>th</sup> out of 114 students for the academic year 1997/1998

1994 High School diploma /scientific stream with an average of (88 out of 100).  
 School: National Orthodox School Amman - Jordan

**Achievements &  
Professional Experience**

May 2012 – Till Present Orange JO Amman, JO

**Brand and Communication Director**

**Marketing and Communications**

**Key Responsibilities:**

- Managing the Creative, Media, Direct Marketing, Social Media , Digital , Brand and Sponsorship divisions within the directorate.
- Develop an overall communication strategy tied to global and business objectives.
- Brand strategist (guardian): Managing brand's image, architecture, positioning, experience, consideration and promise, and any aspects related to brand equity across different stages of the brand lifecycle.
- Leading all communication activities (ATL, BTL, Media Planning, Social Media, and direct marketing) for all product lines being mobile, fixed and broadband.
- Developing division managers and the team to being a motivated, innovative comms team.
- Responsible for the brand tracking KPIs
- Managing and optimizing both communication department budget as well as Media buying budget.
- Developing targeted communication strategies for priority segments utilizing appropriate communication channels and tools.
- Managing the Digital department including e-shop which is the first telecom e-store in Jordan.

March 2010 – March 2012 HSBC JO Amman, JO

**Manager Marketing and Communications**

**Achievements:**

- Establishing a new department
- Leading three divisions: Marketing, Corporate communications and Corporate sustainability.
- Creating campaigns that started as local and became regional
- Building marketing culture based on innovation and customer centricity

**Key Responsibilities:**

- Building and maintaining a motivated ,coherent , innovative marketing and comms team
- Build HSBC brand in Jordan
- Leading pre and post campaign analysis.
- Establishing HSBC as leader in sustainability
- Establishing and leading the marketing and comms strategies
- Building relationships with local media and journalists
- Working closely with HR on Internal Comms strategies
- Liaison with the region and share experiences
- Responsible for channels' branding and customer journey within the



branch

- Building marketing plans based on market research and customer behavior analysis.
- Managing sponsorships and events.

May 2008 – March 2010

Zain JO

Amman, JO

*Leading two divisions*

**Marketing Communication Manager** (July 2009 – March 2010)

**Achievements:**

- Enhancing brand equity.
- Creating campaigns that became regional and used across the group.
- Set up a new function “Trade Marketing” within the MarCom division

**Key Responsibilities:**

- Motivating, coaching and guiding the team in order to achieve both corporate objectives and professional career goals.
- Managing the creative, branding, production and media functions and teams.
- Media planning and selection according to segment activity & objectives.
- Managing the Marketing Communication Budget.
- Coordinating with group brand champions, commercial owners, advertising agencies and vendors.
- Making sure that all communication activities are monitored on daily weekly & monthly basis for measurement purposes, getting feedback & taking corrective actions.
- Being the Brand custodian whereby aligning all organizational activities and communications to the brand personality and guidelines.

**Youth Segment Marketing Manager** (May 2008 – March 2010)

**Achievements:**

- Establishing a new division for the youth segment.
- Regaining youth market share
- Successfully position Zain brand as a brand that caters for the youth, their needs and lifestyle through introducing a virtual youth club.

**Key Responsibilities:**

- Establishing the youth segment strategy, objectives and aligning them with the overall Marketing strategy and objectives.
- Define the structure, recruit and train resources to ensure the division's objectives are met.
- Introducing cross functional committees for the first time to be part of the youth segment structure.
- Diagnosing the problems and gathering customer insights about the youth segment by conducting market research, focus groups and getting feedback from all customer touch points.
- Preparing and supervising the execution of the youth segment roadmap.
- Lead and coach the team to use more analytics in defining revenue enhancement opportunities
- Working closely with third parties, vendors, youth entities & universities.
- Coordinate with the communication division on marketing launch campaigns by providing marketing advertising briefs / presentations.
- Running training sessions, presentations & workshops.

2007 – May 2008 *Zain JO* Amman, JO

**Consumer Marketing Manager (Prepaid & Postpaid)**

***Achievements:***

- Successfully designing, launching, monitoring and maintaining pricing plans that recaptured the market share for Zain.
- Leading and developing team members through knowledge Transfer and Building their analytical capabilities.

***Key Responsibilities:***

- Managing and developing the consumer market for mobile services.
- Making sure that the Marketing strategy, objectives and roadmap are met.
- Making sure that each prepaid & postpaid plans do not collide causing revenue cannibalization.
- Develop retention and subsidy schemes to retain a healthy segmented market share
- Preparing the yearly budget and quarterly forecasts.
- Participating in all advertising activities; new concepts, messages and launch themes.

2006 – 2007 *Zain JO* Amman, JO

**Postpaid Consumer Marketing Supervisor**

***Achievements:***

- Designing and introducing new postpaid tariff plans.
- Ensuring the timely and accurate delivery of weekly and monthly KPIs.

***Key Responsibilities:***

- Collecting and analyzing feedback from the market, own channels, customer care.
- Building and executing the postpaid consumer road map.
- Liaison with handset vendors and third parties & working on handset subsidy and credit and collection rules.
- Preparing the yearly budget and quarterly forecasts.
- Managing the reward and retention programs and promotions.

2004 – Dec 2005 *Fastlink* Amman, JO

**Postpaid Corporate & Consumer Marketing Team Leader**

2002 – 2003 *Fastlink* Amman, JO

**Prepaid Marketing Officer**

May 2000 – June 2002 *Cairo Amman Bank* Amman, JO

**Marketing Product Manager for Western Union Money Transfers, Plastic Cards (VISA, American Express, Web surfer) and CAB's Website**

1997 - May2000 *Elbrus Plant Food Company* Amman, JO

**Marketing and Sales**

1996 -1997 *Jordan Securities Commission* Amman , JO

**Part-time translator (during University)**

**Conferences & National Participations**

- 2003 IIR Corporate Conference Nice, France
- 1996 Participated in the Mediterranean Youth Conference Amman, JO.
- 1995 Participated as representative on the behalf of the young women in Jordan at the NGO FORUM ON WOMEN Beijing, China.

**Professional Development**

- Core Competencies –Innovative group ( August 2007)
- Train the trainer for professionals – ICTN (April 2007)
- Business writing skills ( Jan 2003)- Online Training
- Telemarketing Programs and skills ( Jan 2003) – On line Training
- Time Management ( Jan 2003) – On line Training
- Graphic & website design (Oct 2001-July 2002)  
*Adobe Photoshop 5.5 ,Coral Draw 9,Website collection (flash)3D studio max*
- Direct marketing – Advertising through Internet (August 2001)
- Marketing Planning Seminar (July 2000)
- Leadership Development workshop \_AMIR program (April 2000)
- How To Start A Small Business \_55 hours at the Jordan Institute of Management / Industrial Development Bank (1998)
- Banking Related courses
- Media training 2011

**Other Relevant Skills**

- The ability of analyzing marketing data (Skills in marketing research – surveys, telemarketing & focus groups).
- Setting marketing and divisions strategies.
- Excellent computer, presentation & training skills.
- High capability in writing professional concepts and evaluations.
- Numerical and mathematical skills.

**Professional Memberships & Community Activities**

- Member of the Environment Committee and the Young Women Career (YWC) Committee at the Business & Professional Women Club.
- Member in the Home & Garden Club (Charity)
- Member in the social committee folkloric dance group and at “Al Jeel” Circassian Club. (1994/1998/2000)

**References**

- To be furnished upon request.