



Soraya Belghazi

ICAS Manager

LinkedIn profile (personal): <https://www.linkedin.com/in/sorayabelghazi/>

LinkedIn profile (company): <https://www.linkedin.com/company/icasglobal/>

Twitter: <https://twitter.com/icasglobal>

Website: <https://icas.global>

Soraya Belghazi is the Manager of the International Council for Advertising Self-Regulation (ICAS), a global network promoting ethical advertising standards. In June 2017, she was recruited to launch the first independent permanent Secretariat of ICAS in Brussels. One of her main roles is to facilitate the exchange of knowledge and best practices among members of the network. These include Self-Regulatory Organizations (SROs) from 24 markets across Europe, the Americas, Asia-Pacific, Africa and the Middle East, as well as associations representing the advertising industry. Together with ICAS members, she works to promote self-regulation as an effective way to achieve more responsible ads while supporting the establishment of SROs in new markets.

A French national, Soraya holds a Master's Degree in Public Affairs from Sciences Po University in Paris and an MBA from the University of Leicester in the UK. Before joining ICAS, she worked for several international firms and associations, including two years as a policy expert for the European Central Bank in Frankfurt, and close to seven years as Secretary General of a European association in the financial sector. Fluent in English and French, she also has a good working knowledge of German and Dutch.

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For all other inquiries, please contact info@icas.global.