



MOHAMED SHAABAN

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Bio

Transformational **Media Executive** with **30+ years** leadership in **Broadcast Production, Operations, Creative Direction**. Pioneering Channels, **Content strategies, Production Budgets**, and cultivating top-tier talent that now leads **Major Networks**. **Strategic vision, Financial Acumen**, hands-on expertise, **Produced and Directed Landmark Events, Music videos, TV shows, world-class concerts**. Elevating the region's media industry through **Innovation, Strategy, Mentorship**, and **Uncompromising Quality**.

EDUCATION

HIGHER INSTITUTE OF CINEMA - CAIRO, EGYPT
Film Directing | Bachelor

CAREER HIGHLIGHTS

Executive Experience

► FOUNDER & CHIEF OPERATING OFFICER

Simply Nice Media Production
Dubai, United Arab Emirates | 10-2023 - Present

- Founded and launched a full-service media production company specialized in Edu-tainment content.
- Oversees operational, financial, and creative strategy, ensuring scalable growth and content excellence.
- Leads end-to-end production, partnerships, and business development.

► HEAD OF CHANNELS

MADRASETNA - Egyptian Ministry of Education
Cairo, Egypt | 1-2020 - Present

- Leading overall channel strategy, on-air identity, and content production across multiple platforms.
- Built and led high-performing programming and production teams.
- Delivered national educational content with wide reach and long-term impact.

► CHIEF OPERATING OFFICER

CBC FTA Satellite Network
Cairo, Egypt | 12-2018

- Managed full network operations including programming, production, and technical departments.
- Ensured operational efficiency, content delivery, and broadcast performance.

CAREER HIGHLIGHTS

Executive Experience

▶ Executive Director - Entertainment & Commissioning

CBC FTA Satellite Network
Cairo, Egypt | 2015 - 2018

- Headed the entertainment division, responsible for commissioning and acquiring all content.
- Managed commissioning budgets, negotiated high-value deals, and ensured premium programming delivery.

Creative Director

▶ CBC FTA Satellite Network
Cairo, Egypt | 2011 - 2015

- Defined the creative vision for the network's on-air identity and promotional campaigns.
- Led branding, content tone, and creative direction across platforms.

Senior Director

ON TV - Egyptian FTA Satellite Network
Cairo, Egypt | 2006 - 2008

- ▶
- Played a pivotal role in the channel launch, overseeing branding, promotions, look & feel, and post-production.

KEY ACHIEVEMENTS & IMPACT

- **750M+** YouTube views - "BOSHRET KHER" music video
- **30+** TV programs produced and directed
- **25+** years executive leadership in media & entertainment
- Led production of historic Obama Cairo Speech
- Delivered large-scale national and international broadcasts

SELECTED PRODUCTIONS AND LANDMARK PROJECTS

LIVE CONCERTS & MUSIC PERFORMANCES

Executive Producer / Director

▶ Amr Diab | Tamer Hosny | Nancy Ajram | Mohamed Mounir | Mohamed Abdo | Shakira | Ricky Martin | Scorpions | Pussycat Dolls | Akon

(2003 - 2009)

Music Videos

Hussein Al Jassmi - Boshret Kher, Rasamnalak

▶ Mohamed Hamaki | Sherine Abdelwahab | Nawal | Rabeh Saqr

Mai Selim | Reem El Mahmodi

(Cairo | Dubai | Beirut)

SELECTED PRODUCTIONS AND LANDMARK PROJECTS

MAJOR EVENTS & NATIONAL CEREMONIES

- ▶ Obama's Speech - Cairo University
- ▶ Watan Elsalam Event - Cairo 2025
- ▶ Cairo TV Festival - Opening Ceremony
- ▶ Ramses II Statue Transfer (2006)
- ▶ Egypt Thematic TV Channels - Opening Ceremony

FILM & TELEVISION

Feature Films – Assistant Director

- ▶ Feature Films - Assistant Director
- ▶ Al Massir - Youssef Chahine
- ▶ Qeshr El Bondok - Khairy Beshara
- ▶ El Nil - Japanese Production
- ▶ International Productions (Greek, Italian, French)

TV PROGRAMS – DIRECTOR / SUPERVISING PRODUCER

- ▶ MBC | Rotana | Dubai TV | Saudi TV | Bahrain TV
- ▶ Including:
 - DRAGON'S DEN
 - STAR ACADEMY
 - THE X FACTOR
 - EL BERNAMEG (BASSEM YOUSSEF)
 - SAHBET EL SAADA

TV PROGRAMS – DIRECTOR / SUPERVISING PRODUCER

- ▶ Supervised drama productions including HALAWET EL DONIA / LA TOTFI' EL SHAMS / Hatha Al Masa'.
- ▶ Conducted comprehensive budget reviews to ensure alignment with market benchmarks, while selecting and vetting qualified production talent to deliver high-quality productions within approved financial parameters.

WEBSITE



SHOW REEL



SOCIAL MEDIA ACCOUNTS

