



Bisher Najjar

Syrian Content Creator and Researcher in Human Sciences

1990-05-15 - Syrian - France

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Who is Bisher Najjar

Bisher Najjar is a Syrian content creator and researcher from Damascus, recognized as a prominent Arab media figure who explores human and social sciences with an engaging, narrative-driven approach. Born on May 15, 1990, he earned a degree in Economics from Damascus University before moving to France in 2012 to pursue higher education, ultimately obtaining a Master's degree in Management. He currently resides in France, where he has previously worked as a marketing manager for Volvo Trucks in Lyon and as a lecturer at Burgundy Business School. Najjar began his content creation journey in 2017 by launching the YouTube show "Arab Dystopia" (ديستوبيا عربي) with his brother, Dr. Amro Najjar, from a small home garage studio. The program aimed to simplify complex political and social concepts for a general audience. He gained widespread popularity through his subsequent show, "Al-Jahbath" (الجهبذ), which was featured on platforms like AJ+ Kibr-it and Syria TV, solidifying his reputation as an influential voice in science popularization. Additionally, he launched the "Manbat" (منبت) podcast in collaboration with the Sowt platform, continuing his mission to deliver deep and compelling intellectual content.

Achievements of Bisher Najjar

In 2017, Bisher Najjar, alongside his brother Dr. Amro Najjar, launched "Arab Dystopia," a pioneering show aimed at simplifying human and social sciences for an Arab audience. Starting from a modest studio in a home garage, the program successfully built a substantial following due to its satirical and innovative approach to complex issues. His show "Al-Jahbath" achieved significant success, becoming one of the most prominent science popularization programs in the Arab world. It was featured on major media platforms such as AJ+ and Syria TV, which helped cement Bisher's status as an influential figure in the digital educational and cultural content sphere. He founded the "Manbat" podcast in collaboration with the Sowt platform, offering in-depth audio content that discusses diverse cultural and historical topics. The podcast continues his approach of providing meaningful intellectual content and has garnered a significant following among audiences interested in cultural analysis.

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