



Nadine Samra

Digital Media Executive, Entrepreneur, and Leadership Consultant

Jordanian - United Arab Emirates

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Who is Nadine Samra

Nadine Samra is a prominent Jordanian entrepreneur and executive in the Middle East and North Africa's digital media sector, with extensive experience in leading digital transformation and launching entertainment platforms. She served as the Chief Executive Officer of Weyyak, a streaming platform by Zee Entertainment, where she spearheaded growth and expansion strategies. Prior to her role at Zee, Samra was the Head of Digital Operations at MBC Group, where she successfully managed key digital assets, including the leading Arabic video-on-demand (VOD) platform, Shahid.net, and the region's major TV portal, MBC.net. In 2017, she played a pivotal role in launching Weyyak, which offers thousands of hours of Arabic and dubbed Indian content. In 2018, she also oversaw the launch of the OTT platform Zee5 for the MENA region. Currently, Samra focuses on sharing her expertise in leadership and strategy as an entrepreneur and consultant. She founded the Nadine Samra Leadership Academy to empower the next generation of leaders and hosts the popular leadership podcast "The CEO Diaries," where she interviews successful business leaders about their journeys and challenges, offering practical insights to her audience.

Achievements of Nadine Samra

Throughout her career, Nadine Samra has successfully led the launch and management of two of the Arab region's most prominent Over-The-Top (OTT) streaming platforms. She managed Shahid.net during her tenure at MBC Group, solidifying its position as a leading VOD service in the Middle East. She also spearheaded the launch of Weyyak in 2017 and Zee5 in 2018, targeting diverse audiences with Arabic and Indian content. In recognition of her significant contributions to the media industry, Nadine Samra was named "Female Broadcast Executive of the Year" by BroadcastPro. She was also honored with the "Digital Transformation Maestro" award in 2018, underscoring her pioneering role in shaping the region's digital media landscape. Samra founded "The CEO Diaries," a podcast that has become an influential platform for leadership and entrepreneurship in the Arab world. Through her insightful interviews with CEOs and industry leaders, she provides valuable perspectives on management, strategy, and professional growth, establishing herself as a key voice in leadership development.

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