



James Michael Lafferty

CEO, Speaker, Philanthropist, Coach

James Michael Lafferty is The Chief Executive Officer of Fine Hygienic Holding and has often been described as one of the most unique and diversified CEO's in the world today. He is not only a successful CEO-- He is an Olympic Coach. An award-winning journalist. A college professor. A competitive athlete. A philanthropist, husband and father of 5.

James started his career with humble roots, as a youth track and field coach. Hired by Procter and Gamble in his native Cincinnati, Ohio, James was recruited from the ranks of fitness instructor to enter P&G's esteemed "Brand Management" program. After superb business and organizational results on the US business, James was transferred into an international career that took him to North Africa, Central and Eastern Europe, The Middle East, Western Europe, Africa and Asia.

With a marketing and general management career that spans over 30 years, James Michael Lafferty is among the leading global experts on business-building, marketing and branding particularly in emerging markets. He has had a long and successful career building businesses and organizations across five continents for some of the world's leading fast-moving consumer goods companies, including CEO roles within Procter and Gamble, Coca-Cola, and British American Tobacco.

James continues to coach professionally, having coached national level athletes in his native USA as well as Nigeria, and most recently as a Coach of the Philippines Olympic Athletics team at the 2016 Rio Games. He also remains active as a key part of a healthy lifestyle, having run over 30 full marathons, and was recent 2017 Philippines National Champion in Powerlifting.

Recently, James was awarded as CEO of the Year by both the Burj CEO Awards associated with the Government of Dubai, and the GCC Best Employer Awards CEO of the Year. In addition, James was named by Daman Health as "The Wellness Visionary of 2019" and was named to Forbes Magazine Middle East as one of the top 50 CEOs.

*"Losers quit when they're tired; Winners quit when they've won;
Champions quit when they're dead."*

www.jamesmichaellafferty.com