



**James Michael Lafferty**  
CEO, Speaker, Philanthropist, Coach

James Michael Lafferty is the Chairman of the Board of Katapult Digital, a global advertising agency, and KARE Homecare, a leader in the Middle East in the in-home healthcare space. James is also founder and Managing Director of TTA, a global leader in helping regional brands expand their geographic footprint. James has often been described as one of the most unique and diversified business leaders in the world today. He is not only a successful Chairman and CEO-- but he is also an Olympic Coach. An award-winning journalist. A college professor. A world champion athlete. A philanthropist, husband, father of 7 and grandfather of 4.

James started his career with humble roots, as a youth track and field coach. Hired by Procter and Gamble in Cincinnati, Ohio, James was recruited from the ranks of P&G Corporate fitness instructor to enter P&G's esteemed Brand Management program. After superb results in 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 spanning 40 years, James is among the leading global experts on business-building, marketing and branding, and organizational development, particularly in emerging markets. He has enjoyed 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, British American Tobacco and most recently as Global CEO for Fine Hygienic Holding.

James continues to coach professionally, having coached national athletes in his native USA, Nigeria, and most recently as a Coach of the Philippines Olympic Athletics team at the 2016, 2021, and 2024 Olympic Games. He is renowned for taking pole-vaulter EJ Obiena from high schooler, to a world #2 rank and a 4<sup>th</sup> place finish at the Paris Olympic Games. He also remains active as a key part of a healthy lifestyle, having run over 30 full marathons; the 2017 Philippines National Champion in Powerlifting; the 2023, 2024 and 2025 World Champion in Raw Powerlifting; and the 2024 Asian Champion in Raw Powerlifting.

Recently, James was awarded CEO of the Year by both the Burj CEO Awards associated with the Government of Dubai, and the GCC Best Employer Awards. In addition, James was named by Daman Health as "The Wellness Visionary" and was named 4x by Forbes Magazine Middle East, most recently in 2024, as one of the top 100 CEOs.