



PROFESSIONAL
FELLOWS



YOSRA BEN LASSOUED

Ariana, Tunisia

Ms. Yosra Ben Lassoued is the Managing Director of Naxos Advertising where she is responsible for communications and marketing strategy. Previously, she served as the Digital Marketing Manager for Wezign Agence Interactive and as a Social Media Expert for Orange Tunisia. Yosra holds a master's degree in marketing from the Higher Management Institute and received the Advertising Award in Tunisia from Pros de la com.

Professional Goals

In the future, Yosra hopes to launch a social impact project focused on youth and technology, support women's empowerment in Tunisia through implementing projects and events, and to support small business growth through digital marketing strategies.

Professional Fellows Program Objectives

Through the Professional Fellows Program, Yosra hopes to improve her leadership skills, increase her knowledge of financial management and business plan development, learn about strategic organizational management and team leadership, and to learn about successful models for social entrepreneurship.