



## Meet the Team: Carine Khoury, Director Corporate Engagement Programme



### [Carine Khoury](#)

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Carine Khoury is Director Corporate Engagement Programme at HealthManagement. Responsible for managing the client portfolio, she ensures bookings are fulfilled and a company's marketing exposure is maximised, both via print and digital channels. Prior to this role Carine was Managing Webeditor, ensuring the web portal's content and performance.

Before joining HealthManagement, she enjoyed an international management career in the luxury hospitality industry, with strong emphasis on guest service.

#### **1. What are your key areas of interest?**

I am a great fan of the internet and very interested in websites, social media, SEO and all things related. The fact that the entire world is at our finger tips has changed business, education and life in general, and opened up opportunities that were unthinkable even just 20 years ago.

#### **2. What are the major challenges in your field?**

Staying up to date with evolving technologies and practices. The pace of innovation is so fast, identifying trends and finding new ways to showcase a client's message is a constantly moving target. Fun, but a challenge nevertheless!

#### **3. What is your top management tip?**

Lead by example and make it easy for your team to find the way to follow.

#### **4. What would you single out as a career highlight?**

More a perk than a highlight: the long list of heads of state, celebrities and other famous (or infamous!) people I've had the pleasure of meeting over the years in my previous career. One day I will write a book about it :)

#### **5. If you had not chosen this career path you would have become a...?**

Astronaut - I would love to see earth from space

#### **6. What are your personal interests outside of work?**

My family's wellbeing. I also enjoy to travelling, spending time with friends, reading a good book and watching great movies.

#### **7. Your favourite quote?**

I never lose. I either win or learn – Nelson Mandela

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