

Gazet International Global Magazine

Media coverage

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- On-location Excellence: We bring the spotlight to your doorstep by conducting live interviews at your preferred location.
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Mr. Saad Seddiq
(Managing Director of UBlac)

UBLAC[◇]

1. Can you please give us a brief introduction about yourself and UBlac for our audience?

Absolutely, First, I thank you for having me on your podcast today.

I'm Saad Seddiq, and I hold a bachelor's degree in graphic design. I co-founded UBlac with a group of friends during the final semester of my university studies. This was 2009

It was a bold move back then, especially considering that in Jordan, the typical path for people is to start their careers in other companies to gain experience – and I do encourage that, by the way. However, I always had a strong passion for launching my own company.

In the beginning, it was tough. We operated from coffee shops, but gradually, things started to come together. We started making progress and even got noticed when a local magazine featured us for creating a web-based game using Flash for one of Jordan's largest publishers called Al-Ray. Although it ended up being a loss financially, it was a successful project that gave UBlac some positive attention during its

early days.

In 2010, I made the decision to take UBlac to the next step by register the company officially and opening an office.

Sadly, my friends who started UBlac with me decided to leave the company— Some of them didn't think it would do well or even survive. Others went to work in different places outside Jordan. But even though this was hard, I didn't give up. I always believed deep down that it would work out someday.

Fortunately, I got lucky and found some really great people who helped UBlac become what it is today. I want to thank them for being part of UBlac. (I mean my employees)

2. How did you first become interested in the field of branding and marketing, and what inspired you to pursue it as a career?

Nice question... I became interested in branding because I've always been fascinated by how big brands like Apple, Rolex, Dior .. you name it .. can gather so

INTERVIEWS PUBLISHED IN THE MAGAZINE

- Print Prestige: Be featured in our esteemed magazine, reaching a diverse and engaged readership.
- Tangible Recognition: Gain visibility in both digital and print formats for an extended and lasting impact.
- Industry Authority: Elevate your brand's authority by being showcased in a respected industry publication.



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