

ABDULLAH HOMSI

REGIONAL HEAD OF SUPPLY MEAIP

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SUMMARY

Monetization and supply-side leader with 8+ years of experience building and scaling publisher revenue through in-app, website, and social media advertising across the MEA region. Deep expertise in publisher monetization strategies, emerging app growth, and content-driven revenue models. Beyond corporate monetization, I create gaming content on TikTok with over 100K organic followers, giving me a creator-level understanding of audience engagement, content performance, and how content ecosystems translate into scalable advertising revenue.

KEY ACHIEVEMENTS

- Increased ad revenue across MEA by 30% within one year within Publishers ecosystem.
- Facilitated 2x growth in earnings for emerging app publishers.
- Established 50+ new publisher partnerships in less than six months.
- Trained over 100 publishers on new features, increasing engagement by 25%.
- Established a gaming channel with 100K followers organically.

EXPERIENCE

10/2024 - PRESENT

Yango

Regional Head of Supply MEAIP – Dubai, UAE

- Leading MEAIP initiatives to maximize in-app advertising revenue for publishers.
- Drive monetization growth on Social Media across the region
- Foster strong relationships with existing publishers
- Build new strategic partnerships to expand the network
- Leverage deep market expertise and extensive connections to help app publishers reach their full monetization potential
- Oversee the integration of Yango App Monetization, tailored to small and emerging publishers
- Managing a team of 5 (Onboarding, Technical & CSM)

09/2023 – 10/2024

Yandex

Monetization Supply Manager MEA – Dubai, UAE

- Driving scalable revenue growth for MEA publishers through in-app and website advertising.
- Strengthen existing relationships with publishers
- Implementing Monetization Strategies across publishers Social Media Accounts

- Establish new partnerships to expand opportunities
- Use extensive network and market knowledge to help app publishers achieve monetization goals
- Facilitate entry into monetization for emerging publishers & Work with Easy Monetization (Internal Product)
- Help publishers build stable earnings from advertising or increase existing earnings by up to 2x

04/2022 – 09/2023

TEADS

Publisher Account Manager MEA – Dubai, UAE

- Drove publisher revenue growth through relationship management, delivering USD 1M in monthly monetization revenue
- Led publisher expansion across KSA, UAE, and Egypt.
- Manage a patch of existing publishers and newly onboarded publishers
- Approaching Publishers and Pitching Native Technology to key publishing regions (KSA, UAE, Egypt)

12/2019 – 04/2022

Omada Digital Group

Publisher Partner Manager – Dubai, UAE

- Managed relationships with web publishers, media companies, agencies, and content sites.
- Provided strategy, performance support, and acted as main point of contact for publishers.
- Coordinated internally with Ad Operations and Commercial teams to optimize performance.
- Leveraged data analysis to recommend strategies and grow revenue.
- Monitored key publisher metrics and reported daily performance.
- Implemented processes to scale publisher business efficiently.
- Oversaw affiliate strategies, budgets, campaigns, and promotions.
- Negotiated terms, tracked progress, and advised on optimization for conversions.

05/2018 – 07/2019

Google

Digital Marketing Manager – Istanbul, Turkiye

- Managing clients' Google Ads accounts.
- Creating proposals for potential clients.
- Consulting clients on marketing social media plans with larger annual budgets (\$500,000 - \$1,000,000).
- Conducting market research on the Middle East region for potential market penetration.

02/2017 – 04/2018

Hanwha Group

Sales Engineer – Istanbul, Turkiye

- Developed a strategy to achieve business objectives in the Middle East.
- Built and launched subsidiary platforms to support local markets.

- Managed key client relationships and promoted the Hanwha brand.
- Maintained knowledge of solar products, installation processes, policies, and local industry.
- Reported to the Regional Director; achieved annual sales of over \$500,000.

EDUCATION

2012 - 2016	B.sc Energy Systems Engineering Okan University
Completed a rigorous curriculum in professional writing, publishing, and editorial practices.	

LANGUAGES

- Arabic – Native
- English – Native
- Turkish – Advanced

PROJECTS

10/2024	Yango App Monetization Cairo, Egypt
<ul style="list-style-type: none">• Hosted a Yango App monetization session for leading regional publishers, including Al Ahram, Masry El Youm, Al Tibbi, Masrawy, and Yalla Kora.• Introduced app monetization strategies focused on unlocking incremental advertising revenue for publishers.• Attended by 12 publishing companies and networks across the region.• 7 attendees converted to Yango App Monetization partners.	
02/2025	Gaming Revolution Dubai, UAE
<ul style="list-style-type: none">• Hosted an exclusive annual app monetization and growth event at Yango HQ, Dubai, bringing together leading publishers and gaming companies across MENA.• Showcased Yango Ads' full-funnel capabilities (monetization, analytics, UA, and campaign strategy).• Attended by 12+ publishing and gaming organizations, including key regional decision-makers.• Generated multiple post-event commercial discussions, with new monetization pilots and upsell opportunities initiated valued at 300,000 USD.• Strengthened relationships with existing partners while accelerating new partnership pipelines.• Positioned Yango as a thought leader in MENA app monetization and gaming growth.	

02/2024

Hit Game Conference

Istanbul, Turkiye

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