

Digital Growth Consultancy

simā
:سمه

Overview



Our agency is at the forefront of digital innovation, specializing in bespoke growth strategies for select and niche clienteles. Our expertise extends worldwide, combining local insights with cutting edge techniques to drive exceptional results.

In a landscape where conventional approaches fall short, we stand out by focusing not just on pleasing clients but also on delivering transformative outcomes. Our creative and data-driven methodologies are designed to address the unique needs of each product, ensuring they grow beyond traditional expectations.

Our team of experts, with more than 25 years of experience, leverages advanced technologies and forward-thinking strategies to craft tailored solutions that push the boundaries of digital growth. We are partners in your success, committed to providing the insights and innovation necessary for your products to thrive in a competitive market.

Working together, you are aligning with a team of smart minds that is as ambitious and forward looking as you are. Together, we'll turn your vision into reality and propel your brand to new standards.



Our Clients



Our Clients

L'ORÉAL
PARIS

AIRFRANCE

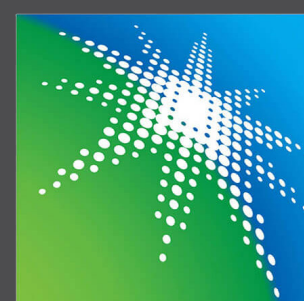
IMPACT BBDO



VOLVO



أرامكو
aramco



SHISEIDO



Awards

CEO of the year 2022-2023

Startup Weekend Byblos 2013

Arabnet Development Tournament
Lebanon 2013-2012

Yalla! Startup Weekend 72 hour Marathon 2010

The Pan Arab Best Visual Award 2010

Sappi Visual Concept Award 2009 - Germany





Our Services



Marketing &
Advertising

Customer
Relationship
Management

Branding
& Identity

Website/App
Design
Development

Niche
Social Media
Growth

Animation
& 3D

Photography/
Videography

Software
Engineering

Our Work



Logo Designs





Branding



Print



Print



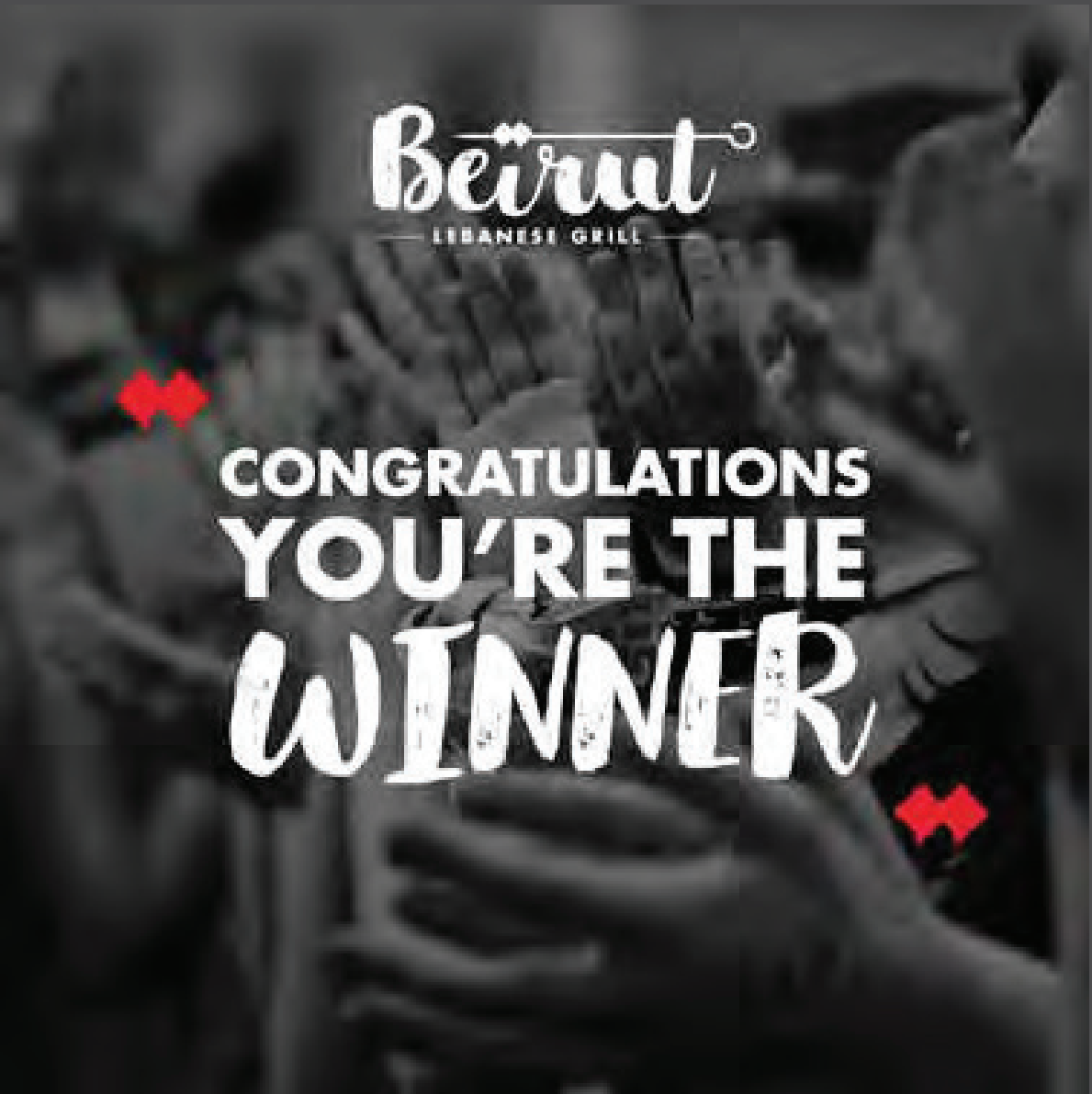
Packaging



Packaging



Social Media



Social Media



RUBY ESPRESSO



DID YOU KNOW?

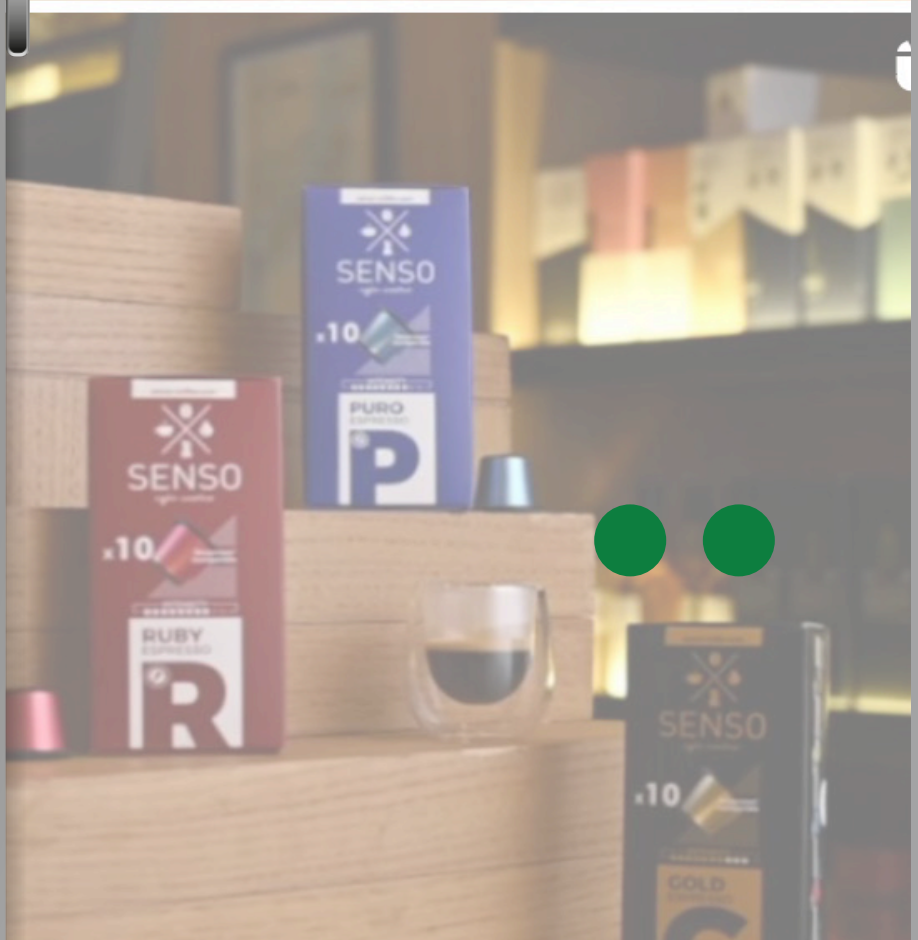
Coffee alone does not cause weight gain, and may, in fact, promote weight loss by boosting metabolism and aiding appetite control.



PURO ESPRESSO



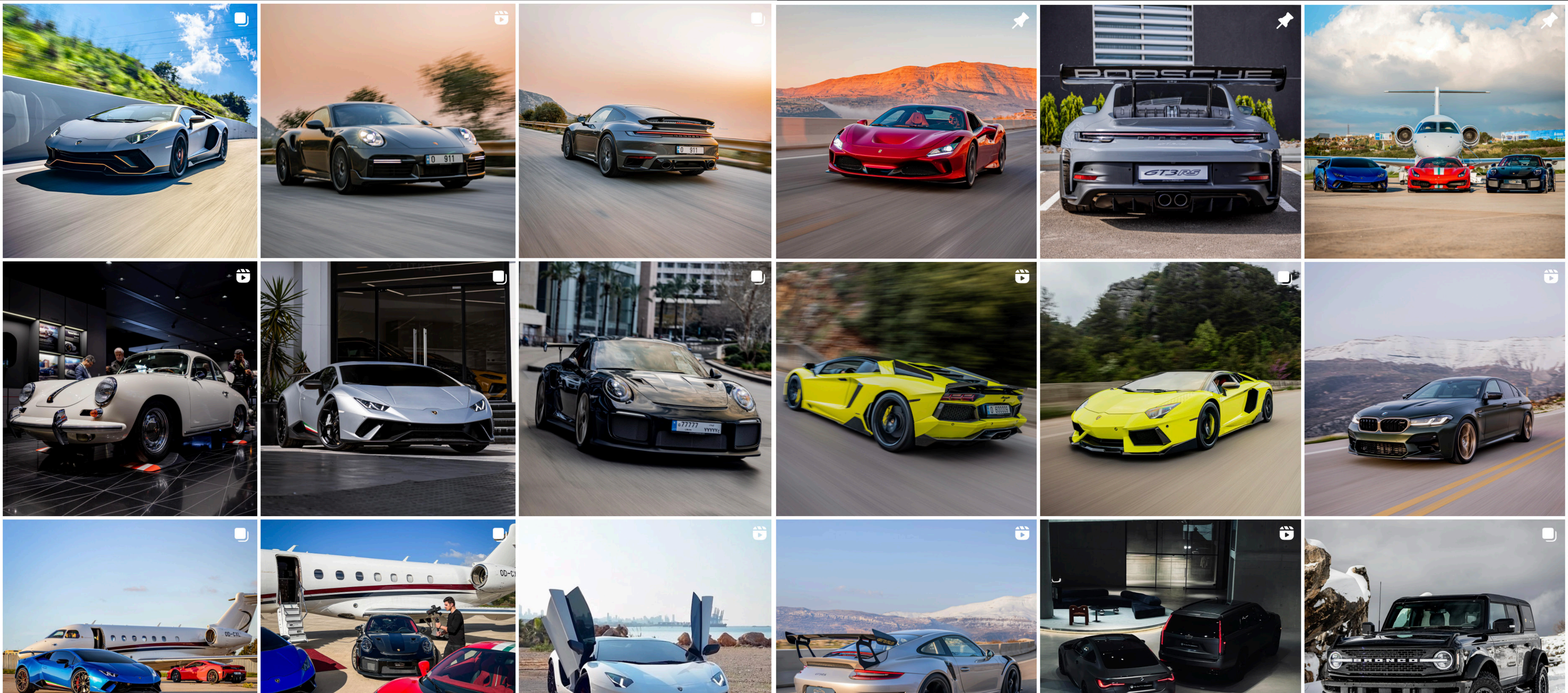
SENSO coffee roasters



SENSO coffee roasters

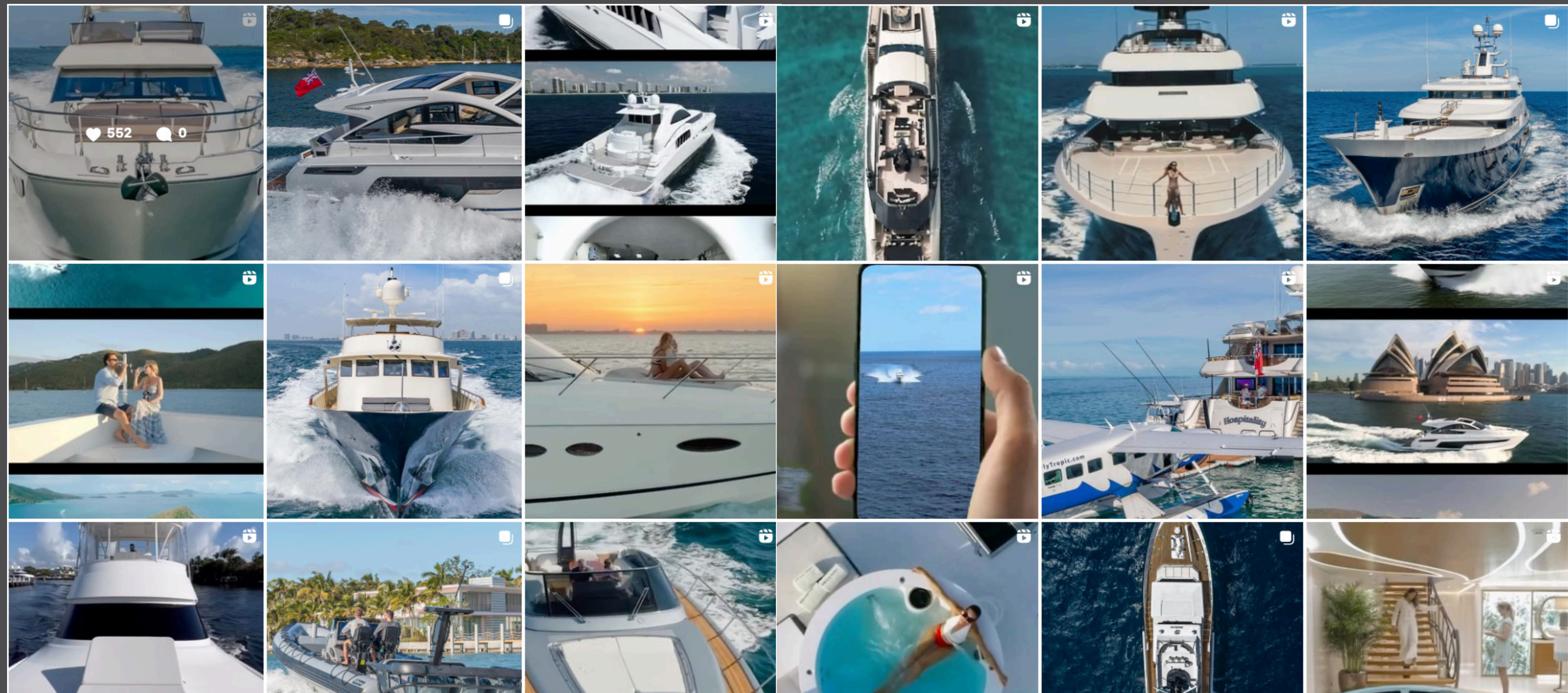
Photography and Videography

- Niche automotive social media.
-



Photography and Videography

- Niche yachting social media
-



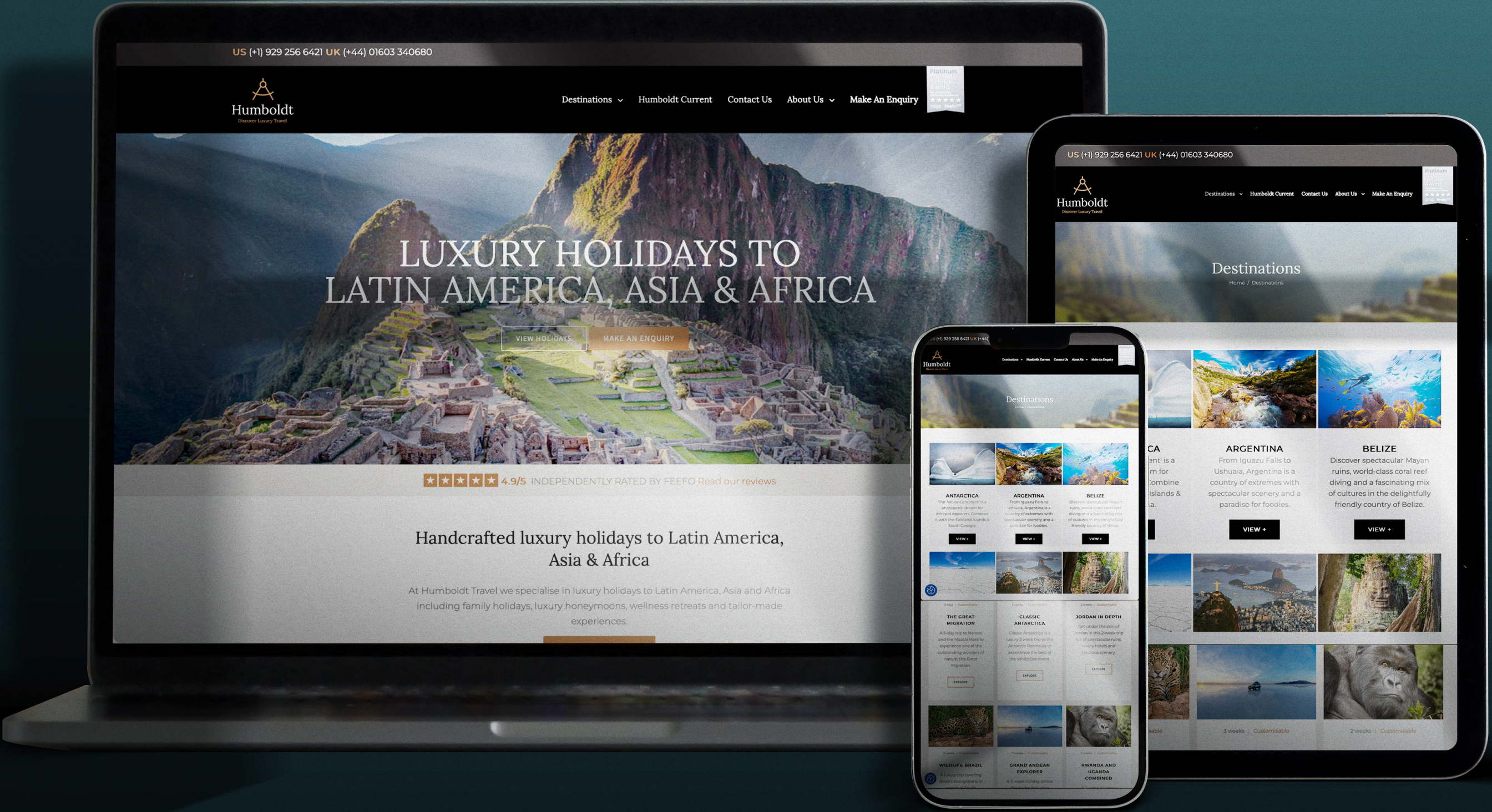
Websites and Mobile Apps



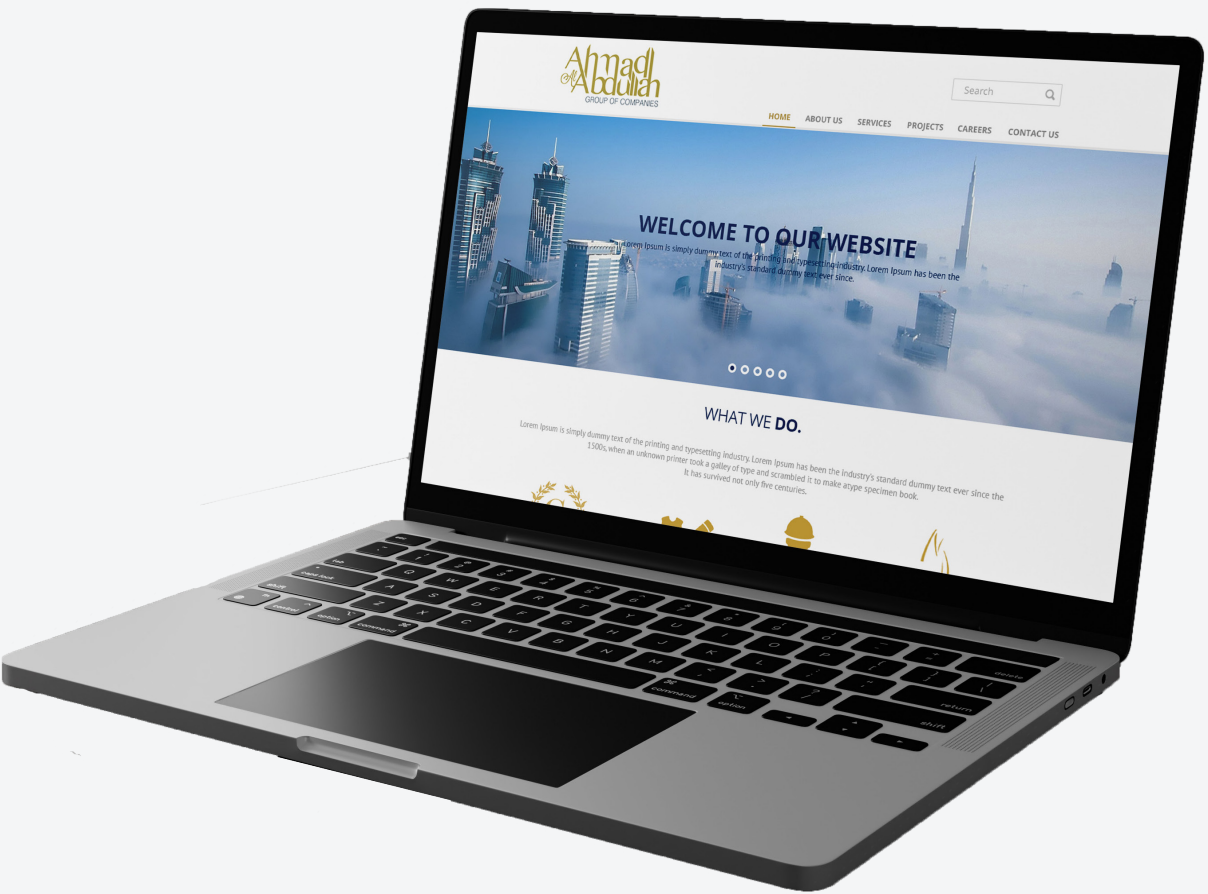
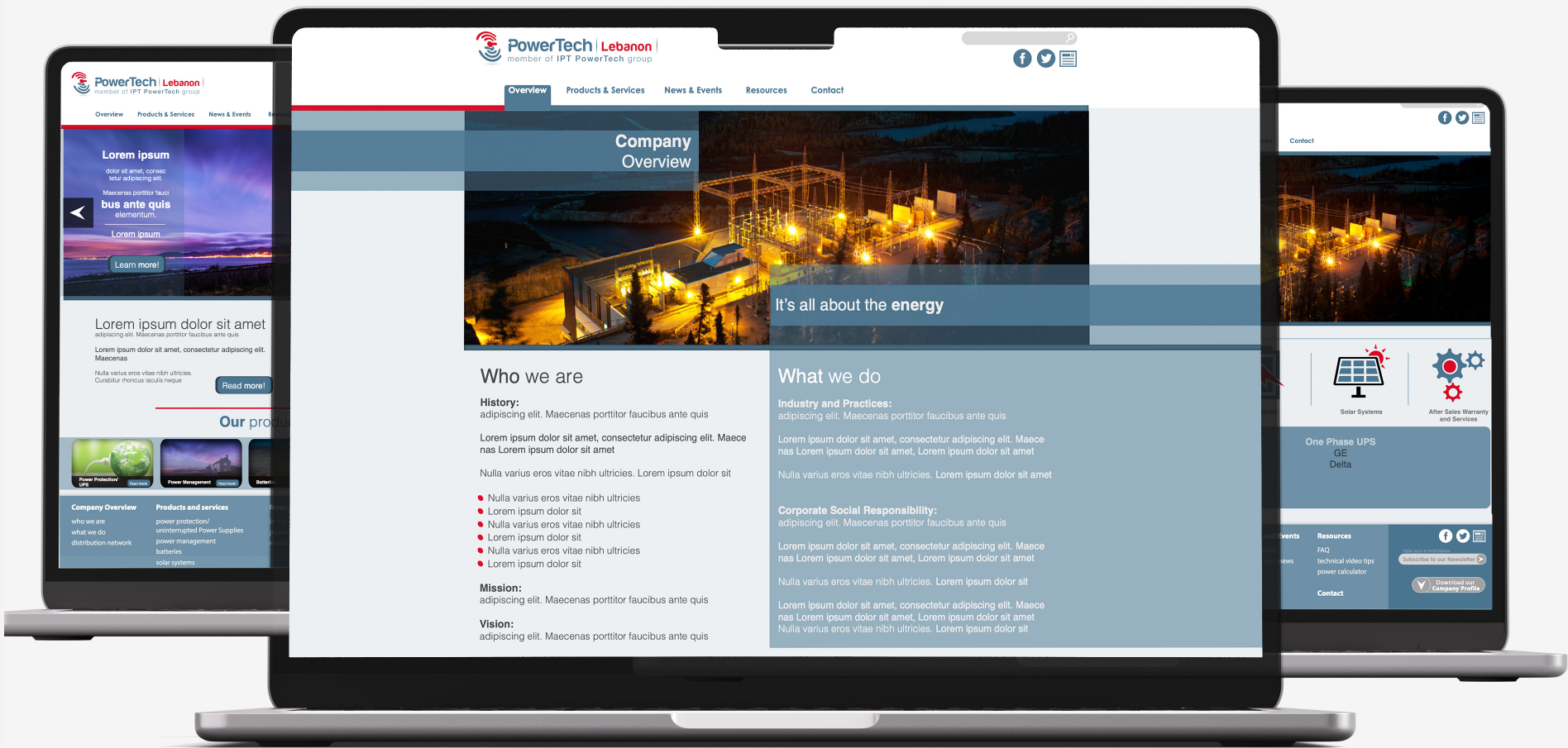
Websites and Mobile Apps



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Meet the Senior Team



Nabil Gebrael
Managing Partner

A Visionary Business Leader.

With a distinguished career spanning over 30 years, Nabil Gebrael began his professional journey in Boston, USA. He earned a Bachelor's degree in Computer Engineering from Northeastern University and an MBA from Duke University. Then, invested 17 years in the telecommunications industry. Nabil's commitment to continuous growth led him to become a certified Real Estate Broker in Massachusetts and North Carolina, and a Financial Advisor specializing in wealth management with AXA/Equitable.

In 2003, Nabil returned to Lebanon, leveraging his extensive international experience to establish the Coldwell Banker Lebanon master real estate franchise. Under his leadership, the franchise launched seven offices and trained over 300 real estate brokers.

As Managing Partner of IMG (Holding), he oversaw the development of Cascada Mall, the largest commercial complex in the Bekaa region.

In 2016, Nabil co-founded Calia Group, which includes prominent international fashion brands such as LC Waikiki and Madame Coco. He also initiated Takara Sal in 2017, a company specializing in environmentally friendly construction materials and solar systems.

A pioneer in the real estate sector, Nabil co-founded the Real Estate Syndicate of Lebanon and played a crucial role in developing real estate certification programs at AUB and LAU.

Nabil is married with three children and values a balanced life, believing that personal fulfillment fuels his professional success.

Meet the Senior Team



Rabih Zogheib
CEO/Managing Partner

A demonstrated history of working in the marketing and advertising industries, along with years of multi-cultural successful endeavors serving many industries worldwide.

Starting an early career in Bremen, Germany, with completion of higher education as a creative director, as well as mastering cultural diversity in Havana, Cuba.

In 2008, after successfully founding and launching the largest health club in Lebanon, Mr. Rabih founded GRIND Digital Marketing Agency, and lead the market for consecutive years, specializing in Branding, Web and Mobile development.

In 2014, Mr. Rabih expanded the company's services into technology, product development, Virtual/Augmented/Mixed Reality.

With worldwide markets and partners, GRIND expanded and opened offices in Canada, Dubai, Paris, and Limassol.

Today, co-founding and leading Sima, with one aim no other than being the leading niche in Digital Marketing Agency in the GCC area.

Over +20 years of working in the field, Business Development, Marketing/Advertising, Creative, and Web UX/UI Design skills have been honed, along with team leadership and problem-solving skills that answer today's call for out of the box thinking. Moreover, with pride and passion, there is a reputation for always being on top of the game and getting ahead of trends to ensure unique and novel solutions.

Meet the Senior Team



Georges Jalkh
Projects Manager

Dependable, dynamic, and motivated professional with over 20 years of experience. A proven track record of initiating and delivering sustained results and effective change for multinational companies across a wide range of industries.

A skill set in strategizing to bring about fundamental change and improvement in sales and marketing, as well as creating and executing comprehensive business strategies.

An adaptable and transformational leader, I pride myself on my ability to work independently while also excelling in building and leading functional teams.

I demonstrate exceptional communication skills and make critical decisions that drive success. A past experience spans various industries, from food and beverage to retail, with current focus is on digital transformation and Web 3.0, including virtual reality, augmented reality, and mixed reality.

Specializes in matching multinational clients with tailor-made digital solutions that elevate their brands.



Fouad Sader
KSA Operations Manager

A Master's degree in Innovation & Entrepreneurship from HEC Paris, blending academic excellence with real-world impact.

A relentless innovator and business strategist with over 20 years of entrepreneurial grit. Rolls up sleeves and dives deep into businesses to drive real change. Hands-on approach goes beyond crafting strategies—spearhead business transformations, helping turn clients into market leaders.

Meet the Senior Team



Maribelle Younes
Graphic Designer

A versatile graphic designer, striving to create designs that are not only visually appealing but also communicate a message effectively.

Specialties include branding, packaging design, web & mobile app design, and user interface design. Constantly inspired by the world and striving to create functional designs.

Believing that design has the power to evoke emotions and create connections, and always looking for new ways to push the limits of what's possible.



Riad Makhoul
Full-stack
Game Developer

As a full-stack web developer at Sima, I blend technical prowess with artistic creativity to build dynamic and engaging websites. My expertise spans creative coding, Unity development, and Blender, allowing me to approach projects with a unique perspective that fuses functionality with visual appeal.

Beyond my professional work, I am passionate about the creative process. Whether it's sketching, painting, or diving into a good book, I find inspiration in the world around me, which I channel into my web development projects.

I particularly enjoy incorporating animations to enhance the user experience, making websites not just a tool, but an immersive experience.

In every project, I strive to push the boundaries of what's possible, crafting digital spaces that are as beautiful as they are effective.

CONTACT US



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