

## Borhann Rachdi

Director, Government Affairs for Middle East and Africa,  
Philip Morris International



Borhann Rachdi is the Director Government Affairs for Middle East and Africa at Philip Morris International, based in Lausanne, Switzerland. Borhann is responsible for leading and providing strategic advice to 69 countries on public affairs and policy to advance the company's objective to design a smoke-free future.

Borhann started his career in 2002 in Paris, as a Marketing Specialist for Africa at Western Union Financial Services, the worldwide money transfer leader. During his 10 years at Western Union he worked in cross-functional positions with increased responsibility in several markets in Africa, both in Marketing and Business Development. He led the North Africa Region as Senior Country Manager.

In 2012, Borhann joined Philip Morris International as the Head of Corporate Affairs for Tunisia and Libya, based in Tunis. In 2015, he was named Regional Sales Manager for Morocco, before moving to Lausanne in 2017.

Borhann is French-Tunisian, married with two kids, Lina and Ismael.