

RICHARD FITZGERALD

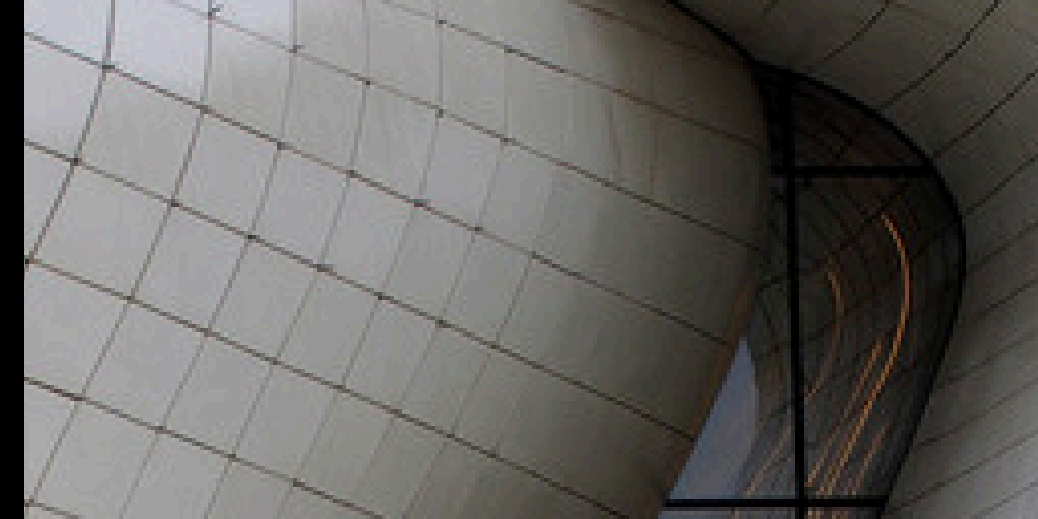
New media entrepreneur, investor, and CEO with a 20-year media career across 15 countries.

"In this region, we must **strive** to be integral to the media ecosystem, shaping what it means to be a **modern media company** in the digital age"



WHO IS RICHARD

- 20-year specialist in social and modern media
- Extensive experience across Europe with a strong specialization in the Middle East and North Africa region
- CEO & Founder of a leading modern media company
- Active investor in emerging media technologies



CEO & FOUNDER

AN AWARD-WINNING MODERN MEDIA COMPANY



Lovin' shares the best of the city, informing with bitesize news, & community stories, capturing the best of the world around us



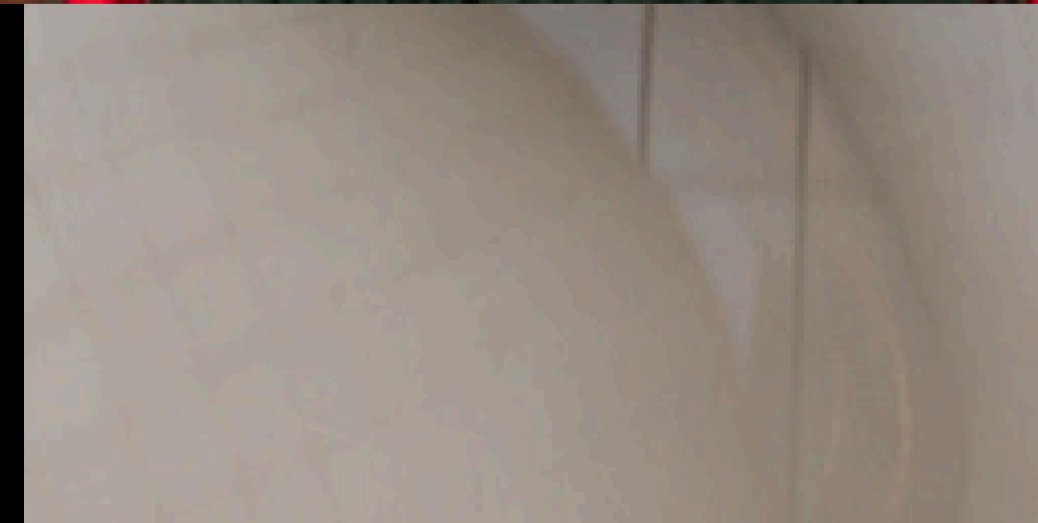
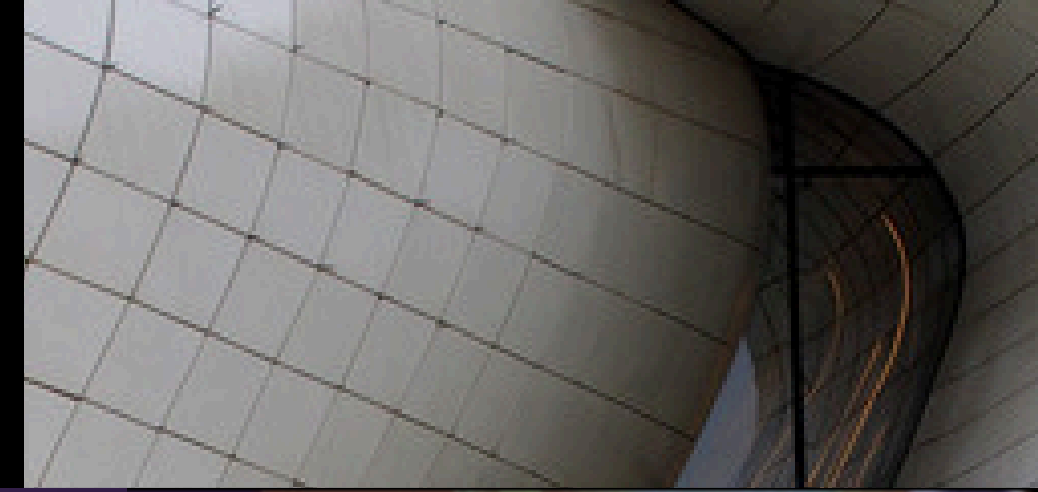
Smashi is a regional content platform telling inspiring stories of the Driven, Dreamers and Doers in the Arab region



ODEUM is a modern content studio, creating original productions and tailored brand content within the Augustus Media network.

CAREER HIGHLIGHTS

- Awards winner in UK & Ireland (Coca-Cola, Specsavers, Lloyds Banking Group)
- Built Mindshare MENA's social media department
- Viral blog 52 burrito dates
- MD of Brndstr
- Founder of Lovin Dubai, Smashi, Odeum
- Board member of IAB MENA
- Board member of Podeo
- Founder & Investor of Fitzzy Fund



MAIN BELIEFS IN MODERN MEDIA

- We are all publishers
- Modern media is about context and personalisations
- Text audio and video, converged is modern media
- Media has always fragmented, and always will
- AI will fragment media more and acceleration digital consumption further



MEDIA VISIONARY



**Yearly Media Predictions
with Campaign Middle East**



**Moderator &
Speaker at events covering
media, content and AI**



**Hosting Workshops
across festivals,
summits & conferences**



**Podcast
Appearances**

PRESS COVERAGE

RECOGNISED BY LEADING MEDIA OUTLETS

campaign

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FEATURED | MEDIA | OPINION
posted on Jan. 09, 2025 at 6:05 pm

Top 10 predictions for the MENA media industry in 2025

Ishwari Khata

From surging media investments to the consolidation of industry giants, Augustus Media's Richard Fitzgerald shares the trends will define the region's media landscape in the coming year.

Facebook, X, LinkedIn icons



Hi my name is Richard Fitzgerald

mydubai and fitzyrichard Follow

10 years ago, @fitzyrichard made a bold move—he ...

Followed by augustus_media and 49 others

Instagram interface elements: Like, Comment (33), Share, Profile, Hashtag #MyDubai

Irish Examiner

HOMEPAGE / BUSINESS / ECONOMY

Waterford entrepreneur and Lovin Dubai founder to address Arab-Irish Business conference

The conference will feature speakers from both Ireland and the Arab states and will be one of the largest gatherings of Arab Irish business interests in recent years

Richard Fitzgerald left his job as a senior advertising executive to head to the Middle East in 2013. Three years later he founded Augustus Media, which publishes Lovin Dubai, Lovin Saudi and Smash Digital

Augustus Media Joins The IAB GCC Board Of Directors

iab GCC

AUGUSTUS media

Lovin Saudi, a platform by the company behind Lovin Dubai is set to launch this week

By MB Staff
Posted on September 3, 2017 · Like & Follow Us · Like · Follow @marabylife · Follow

Launched only two years ago, Lovin Dubai has already become one of the most popular online destination for news and lifestyle in United Arab Emirates with about 600,000 monthly visitors and three million page views. The website also has more than 1.4 million followers across different social networks.

LinkedIn interface elements: Like, Comment, Share, Profile

GLOBAL & REGIONAL IMPACT

A VOICE FOR THE SHAPERS OF TOMORROW

Over 100+ Events Across MENA



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Arab-Irish Business Forum 2023



Arab-Irish Business Forum

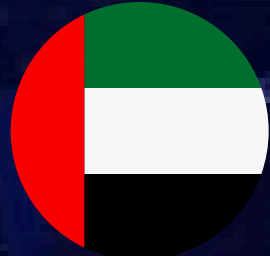
The Mansion House, Dublin, September 2023



Richard Fitzgerald Keynotes at Arab-Irish Business Forum in Dublin—Addressing Ireland–Arab Trade at the Largest Gathering of Its Kind

Global Media Congress

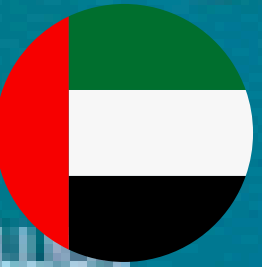
Abu Dhabi, November 2024



Driving the future of modern media in MENA, building audience-led brands, scaling digital businesses, and redefining storytelling through AI, data, and cultural relevance.

1 Billion Followers Summit

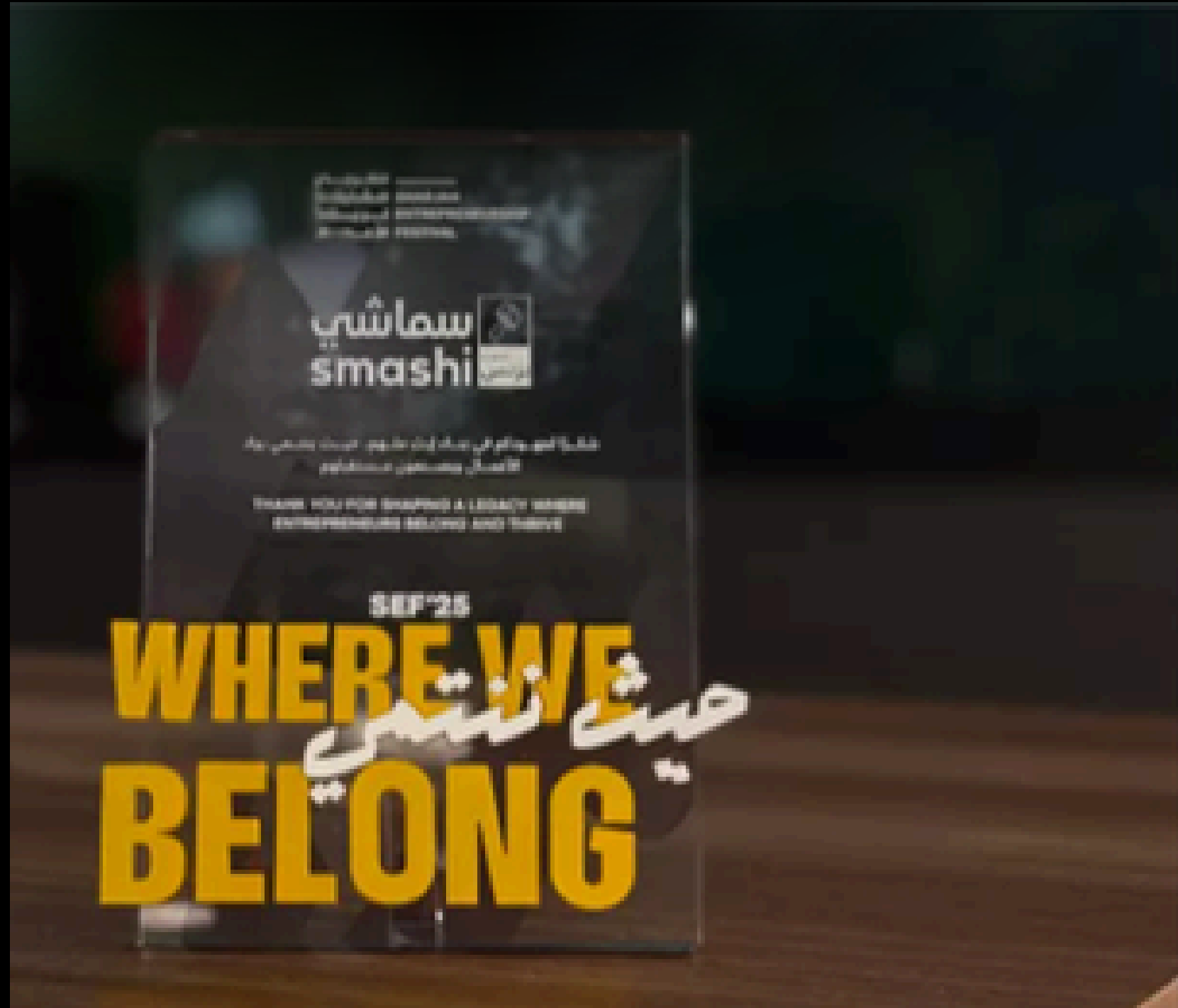
Dubai, January 2025



Panelist at 1 Billion Followers Summit, sharing insights on reshaping modern media and scaling audience-led businesses across the Middle East.

Sharjah Entrepreneurship Festival

Sharjah, January 2025



Spoke at SEF 2025 on digital media and innovation in MENA, while Smashi Business led the festival's media presence as an official partner.

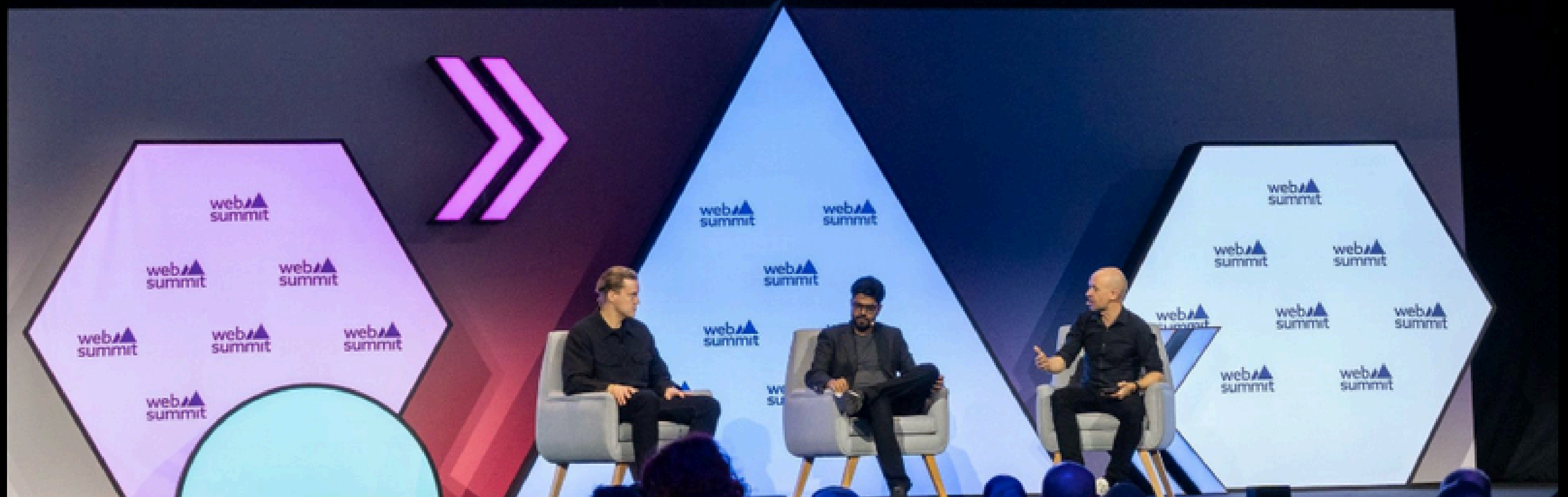
Web Summit Qatar

Qatar, February 2025

web summit



web summit



Multi-panel speaker at Web Summit Qatar, shaping conversations around AI, media innovation, and business expansion across the region.

LEAP

Riyadh, Saudi Arabia, February 2025



Featured panelist at LEAP 2025, speaking on the future of AI-driven media and audience intelligence while exploring growth and partnership opportunities across the MENA region.

RiseUp Summit at the Grand Egyptian Museum

Cairo, Egypt, May 2025



Delivered keynote at RiseUp 2025 on AI and the future of media, sharing how Augustus Media scaled into a \$12M powerhouse across 11 MENA markets.

**Media
Masterclasses**



Brand ME Summit
Dubai 2024

**Storytelling
Crafting Narratives**



Sharjah Entrepreneurship
Festival - Sharjah 2024

**Exploring Innovation
In The region**



Drift X
Abu Dhabi 2024

**Entrepreneurship
In Media**



AIBC Conference
Dubai 2024

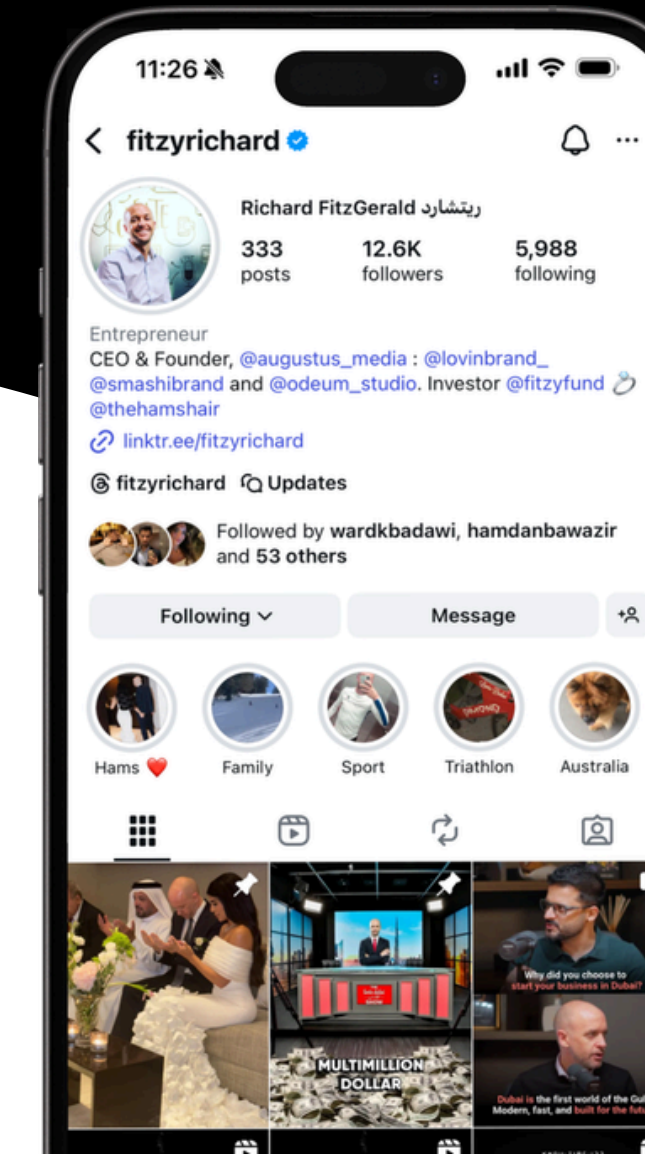
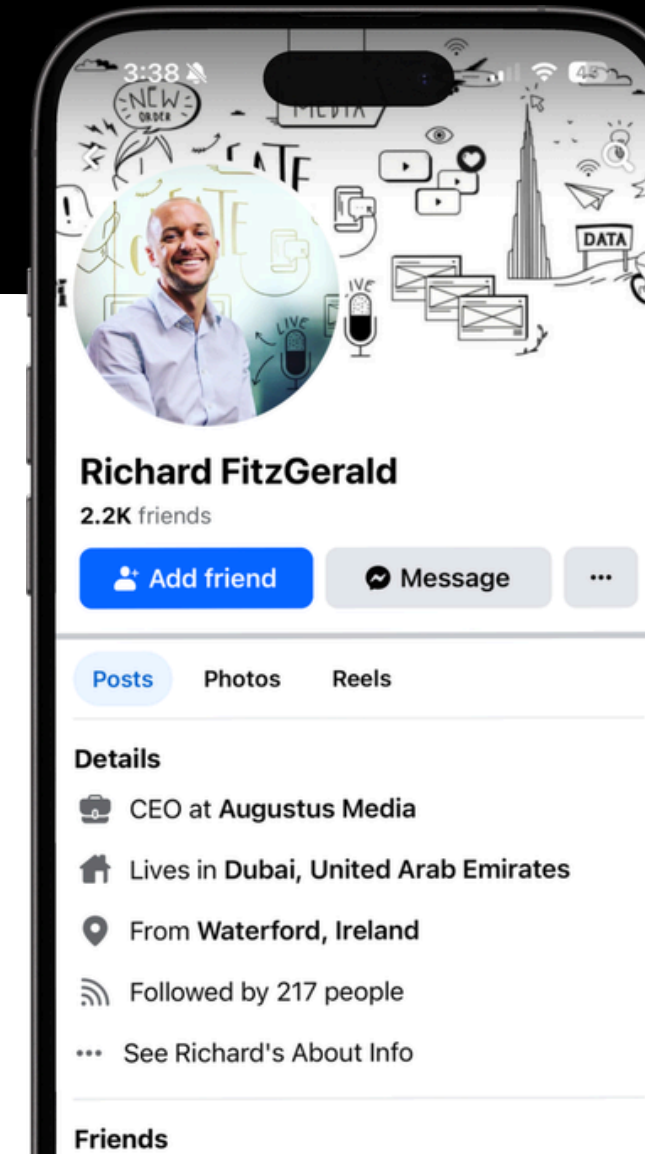
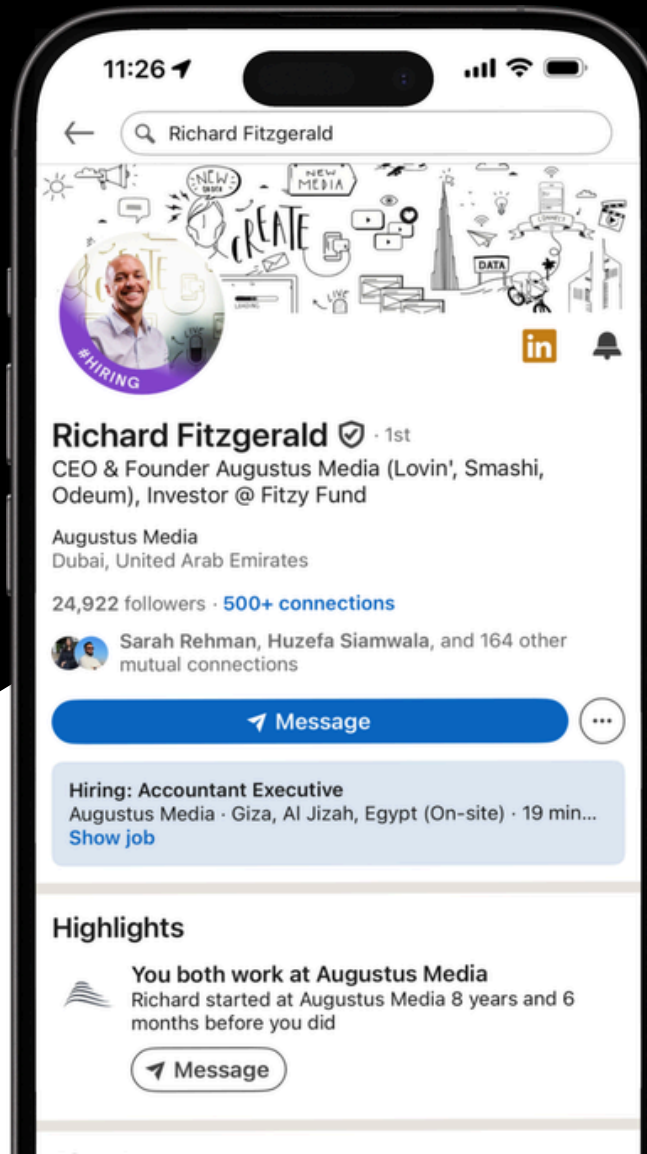
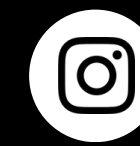
VOICE IN THE MODERN MEDIA

RICHARD PROFILE

@fitzyrichard

44.3K

followers across socials



PASSION PROJECTS



Callmi



FITZY FUND
YOUR DREAM. OUR SUPPORT.

FITZY FUND

Fitzy Fund supports entrepreneurs in transforming ideas into successful companies. Since 2020, they have turned innovative concepts into profitable businesses with significant industry impact. Specializing in media, tech, and content in emerging markets, Fitzy Fund commits to long-term investments, offering personal guidance, resources, and expert advice from the start to help partners achieve their visions.

Connect with Richard directly on Callmi for an opportunity to learn about the media landscape and industry by booking in a call.

PASSION PROJECTS

As a media investor in the media landscape, Fitzy Fund empowers entrepreneurs with the resources and expert guidance they need to transform their visions into groundbreaking realities.

The logo for Ticket Souq, featuring the word "ticket" in black and "souq" in purple, with a small purple square above the "i" in "souq".

ticket
souq

TICKET SOUQ



PODYX



PODEO

The logo for Moon Tech, with the word "MOON" in white and "Tech" in a smaller font, with a small white arrow pointing up, on a blue circular background.

MOON Tech

MOONTECH



PLANT BASED NEWS

The logo for Bongo BD, featuring the word "bongo" in black and "BD" in red, with a red play button icon to the right, on a white circular background.

bongo BD

BONGO BD



Bith.AI

The logo for Balqees for Her, featuring the Arabic word "للقس" in purple and "BALQEES" in smaller letters, with a yellow crown above the "s" and a yellow play button icon below, on a white circular background.

BALQEES
للقس
منصة من أجلها

BALQEES FOR HER

HOW TO WORK WITH RICHARD?

Keynote Speaker

Set the central theme of the event, delivering a speech that captures the audience's attention and underscores the main message.

Event Attendee

Invited to events & conferences

Social Coverage

Connecting with audiences across social platforms at events. Creating content sharing real-time updates and amplifying the reach and impact of the coverage.

Panelist / Event Moderator

Sharing expertise and insights on a specific topic, engaging in discussions and debates with other experts.

1-on-1 Coaching

Set the central theme of the event, delivering a speech that captures the audience's attention and underscores the main message.

Podcast Speaker

Interview & chat with Richard, sharing his expertise and experiences.

REACH OUT TO
RICH@AUGUSTUSMEDIA.COM

WEBSITE AT
WWW.AUGUSTUSMEDIA.COM

WORK WITH RICHARD FITZGERALD

