



Euan Campbell



Regional Managing Director – MENA

Bringing Data into People Decisions to help optimize organisations

About

Euan is co-founder of qpeople MENA and the creator of Masaar, the consultancy's bilingual Arabic and English assessment platform.

He has spent more than a decade across the region working in people development, partnering with organisations in both the public and private sector to make better, fairer decisions about their people.

Outside work, Euan is based in Dubai with his young family. He likes to travel, plays golf, trains hybrid, and shares his home with a cat who is largely unimpressed by all of it.

Approach



Adapts qpeople's methodology to fit each client's structure and ways of working, rather than applying a fixed model.



Champions the responsible use of AI to increase the rigour and speed of assessment work, with human judgement always leading the process.



Partners closely with government and enterprise clients to design solutions matched to their specific goals.



Blends regional expertise with bilingual delivery to ensure insights land clearly in Arabic and English

Experience



Founded qpeople MENA, bringing impact-focused, data-driven people development to organisations across the region



Led leadership succession and large-scale psychometric assessment projects for major government and enterprise clients throughout the GCC



Designed bespoke competency frameworks and organisational design solutions tailored to public and private sector needs.



Built Masaar, the bilingual Arabic-English assessment platform that delivers qpeople's work at scale.

Qualifications and credentials

BSc (Hons)

MetaTeam Practitioner

ILM Level 3

Anthropic AGI Certificate

Emotional Intelligence

Assessment Platform Design

"Working with Euan has been genuinely impactful. He brings deep knowledge to everything he does, and the experience he's gathered over the years really shows. On top of that, he's a joy to work with from start to finish."

Cornell Fourie
CHRO Dubai Islamic Bank

