

A black and white portrait of a middle-aged man with a shaved head and a light beard, wearing a light-colored button-down shirt. He is looking directly at the camera with a slight smile. The background is a dark, textured wall.

DARIUSH

S O U D I

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Dariush Souadi is the CEO of Be Unique Group, a digital marketing agency in Dubai, New York, London and Sydney. Be Unique Group has originated from Dariush's passion for building brands and aligning high-performing teams. Passion and desire for excellence spark all his decisions. He supports entrepreneurs and business owners to learn from his 35+ years experience in building successful businesses and motivated teams.



His international stage appearance with powerful keynotes has been a greater source of connectivity as millions of entrepreneurs have found his experiences and advice critical to their success. He has helped them align their personal and professional goals strategically to achieve better results and be the best version of themselves. He believes in helping business owners who are striving to make their business a success. He enjoys working with companies and individuals who are working towards ambitious ventures and lucrative business investments.

Being a pioneer in sales and marketing, Dariush Soudi is on a mission to have an impact in the global business community. He conducts various enlightening business workshops such as 8 till Late and Step into the Arena. These workshops have been designed to address entrepreneurial challenges, leadership performance hiccups and troubleshooting the systems created by business owners to run and grow business in various industries. He has worked with business leaders, diplomats, ambassadors and companies from various sectors. These include Grand Wells Shipping, Dubai, Amacat LTD, UK, Google, and AIX Investments, UAE.

As a thought leader, he believes highly motivated and passion driven entrepreneurs are super stars. He calls them true gladiators as they leave their comfort zone to achieve their goals. He has succeeded in building a thriving community of business owners around him that draws inspiration and fuels up his zest to do more.

He is a dedicated philanthropist and a humanitarian, supporting a local school in Phuket, Thailand for under privileged Burmese children.

