Dr Will Abdo - Bio



Dr Will Abdo is the CEO & Founder of Webtrade Marketing Pty Ltd, where he leads initiatives focused on promoting bi-lateral trade relations. With 25 years experience in marketing and business and international trade development, he is known for his deep knowledge of cross-cultural marketing and his leadership of clarity and authenticity.

Dr Abdo oversees regional trade and business development driving progress in areas such as specialty marketing, digital innovation and stakeholders' relations. Under his leadership, the organization has achieved many accomplishments and recognitions including thrice awarded Marketing CEO of The Year 2025/26, Top 100 Disruptors 2026, Most Influential Business Leaders to Watch 2026, Best Leaders To Inspire the Global Business in 2026, and more..

Before founding Webtrade Marketing, Dr Abdo held various leadership roles with Australian Corporations including Telstra, Boral, Medibank Private.. where he contributed to greater effective sales & marketing strategies and systems improvements. His professional journey reflects a strong commitment to customer loyalty, stakeholder relations and operational excellence.

> Beyond business results, Dr Abdo is passionate about enhancing community relations as well peacebuilding, promoting collaborations and mutual understanding within the communities he serves. His involved with civic organizations serving in leadership and board roles. He believes in authentic leadership with a strong sense of purpose to drive a long-term commitment of sustainable evolvement and scalable contributions.

As a forward-thinking leader, Dr Abdo continues to focus on building greater cultural understanding, ethical engagements and sustainable prosperity helping shape the future of international relations for generations to come.

Qualifications & Associations

PhD (Honoris Causa) in Marketing – Dunster Business School – Switzerland
7x Certifications in Leadership, teams and effective communications – Chicago Booth University
Graduate Diploma in Computer Science – Victoria University
Bachelor of Business in Accounting – Victoria University
3x Winner of the CEO of the Year Award in Specialty Marketing 25/26
Winner of multiple awards in Leadership, Innovation, Trade and Coaching
Registered Tax Agent
Committee Member – Conversation at the Crossroads
Member of Rotary Club of Melbourne
Member of the Athenaeum Club
Winner of the Ambassador For Peace Award – UPF
Languages Advisory Board Member – Deakin University