

Salima Jivraj, Account Director at Nourish Food Marketing



Salima is a Food Marketer and halal industry expert with a passion for creative design and digital media.

Aside from day-to-day operations as Account Director at Nourish Food Marketing, her responsibility is to help inject innovation and halal insights into the agency's creative work.

In 2011, Salima founded Halal Foodie, a media company focused on halal food in Canada, which eventually led to founding North America's largest halal food festival in 2012.

Before deciding to trail blaze into the emerging halal sector in North America, Salima has held leadership roles within marketing departments of national grocery retailers and manufacturing companies.

Aside from her own publications, Salima is a regular contributor with other media outlets including Canadian Grocer Magazine.