

Asaad Fadel: Manco CEO, A Champion on and off the Court

In the bustling heart of Liberia, where resilience and passion fuel every endeavor, Asaad Fadel has emerged as a beacon of leadership and community impact. Known today as the CEO of Manco Manufacturing, Asaad's journey is as compelling as it is inspiring—a blend of athletic excellence and transformative business leadership.



Asaad's story began on the basketball courts of Lebanon, where he played under the guidance of renowned coach Fouad Abu Shakra during the 1994-1995 season at Al-Jumhour Club. Under the leadership of the late Michel Tannous, a beloved basketball visionary, and alongside Abu Shakra, Asaad helped secure the Lebanese Second Division Championship, earning promotion to the First Division. The team's success marked the birth of Bluestars, a club that would go on to produce exceptional talent and achieve remarkable milestones. This experience laid the foundation for Asaad's approach to teamwork, strategy, and resilience—qualities he carried into his professional life.



Fast forward 30 years, and Asaad found himself reunited with his former coach during a friendly match between Liberia's Mighty Barrolle and Libya's Al-Ahly Tripoli Club. As the head coach of Mighty Barrolle, Asaad had led the Liberian team to three consecutive championships, showcasing his ability to inspire excellence both on and off the court. The emotional reunion with his former

mentor highlighted the deep connections forged through sports and the enduring impact of mentorship.

Carry on the legacy of his father Raef Fadel, as the CEO of Manco Manufacturing, Asaad channels his passion for teamwork and leadership into driving one of Liberia's most impactful companies. Beyond the factory walls, his commitment to community outreach echoes the same values that guided his basketball career. Under his leadership, Manco has supported numerous initiatives, including sponsoring educational scholarships, aiding infrastructure development, and contributing essential products during health crises such as the Ebola outbreak.

One of Manco's most heartwarming projects under Asaad's guidance was its involvement in local sports development. Recognizing the unifying power of sports, Manco has supported youth leagues and community tournaments, fostering talent and providing young athletes with opportunities to excel. Asaad sees sports as a tool for empowerment, teaching discipline, perseverance, and community values—principles he learned firsthand as an athlete.

Whether on the court or in the boardroom, Asaad Fadel's legacy is one of dedication, excellence, and service. His journey from a rising basketball star in Lebanon to a transformative leader in Liberia is a testament to the enduring power of passion, teamwork, and community. Through Manco's operations and outreach, Asaad continues to inspire a new generation, proving that true leadership extends far beyond personal success—it's about lifting others and creating opportunities for all to thrive.