

Summary

As a Director of Growth with over 17 years of experience in the Middle East's dynamic eCommerce landscape, I have a proven track record of delivering revenue, market share, and customer experience outcomes. I specialize in marketing technology, omnichannel marketing, and app marketing, leveraging data-driven insights, innovative strategies, and cross-functional collaboration.

Currently, I am leading the growth and expansion efforts for Mumzworld.com, the largest online shopping destination for mothers and babies in the region. I am passionate about creating value for customers and stakeholders, and elevating the eCommerce industry in the region. Previously, I played pivotal roles in some remarkable growth stories, such as Souq.com, Almosafer, Styli, and Modanisa. My mission is to empower online shoppers with convenience, choice, and quality.

Experience

Various Companies

Fractional CMO | Marketing Consultant

March 2024 - Present (2 months)

Saudi Arabia

Mumzworld.com

Director of Growth

February 2023 - February 2024 (1 year 1 month)

Dubai, United Arab Emirates

Responsible for driving growth and expansion efforts in the region!

Modanisa

Managing Director | Middle East & North Africa

January 2022 - February 2023 (1 year 2 months)

United Arab Emirates

Landmark Group

Head of Growth & Revenue, Founding member(s) STYLI

June 2019 - December 2021 (2 years 7 months)

United Arab Emirates

Almosafer Company

Head of Performance Marketing

June 2017 - May 2019 (2 years)

Dubai/Riyadh

Seera Group

Head of Performance Marketing | Consumer Travel

June 2017 - May 2019 (2 years)

Dubai, United Arab Emirates

Amazon

6 years 2 months

Head of Group Portfolio - Growth

December 2016 - June 2017 (7 months)

Dubai, United Arab Emirates

Regional Head of Performance Marketing

January 2015 - December 2016 (2 years)

Dubai, United Arab Emirates

Regional Digital Marketing Manager

December 2013 - January 2015 (1 year 2 months)

Dubai, United Arab Emirates

Digital Marketing Specialist

May 2011 - December 2013 (2 years 8 months)

Dubai, United Arab Emirates

Denver PPC

2 years 9 months

Paid Search Manager

May 2010 - June 2011 (1 year 2 months)

Paid Search Assistant Manager

September 2009 - May 2010 (9 months)

Paid Search Analyst

October 2008 - August 2009 (11 months)

Education

Cairo University

Bachelor's degree, Business Administration · (2004 - 2008)