



MENA Consumer Product Marketing Manager

Hamza Al-Sabah

Global Citizen with a U.S. Passport.
Helping Western Business Models Thrive in the Middle East.

Contact

Drove Millions of Dollars in Sales of Business and Consumer Products in MENA Region.

Forward-looking marketing and business leader whose excellence in global business, B2B and B2C marketing, tech launches, photography, and even karate have translated into millions of dollars in profit within the MENA region.

- ▶ Conceived and launched the **most successful photography and photo sharing site in the UAE.**
- ▶ Built B2C customer acquisition and retention strategy in **MENA region worth projected US\$6M in 2012.**
- ▶ Steered **first-time entry into Saudi Arabian** market, with sales tracking towards **US\$100M+ in 2013.**
- ▶ Personally added **US\$15M in B2B and B2G sales of U.S. and European goods** and services in MENA region.

Speak Fluent English, Fluent Arabic, and Conversational Spanish

Live United States, Gulf Region, and Spain

Learn Master of Marketing Management, Master of International Business, Bachelor of Business Administration

Work Positioning, Naming, Primary Research, Segmentation, Competitive Analysis, Feature Prioritization, Strategy, Launch, Sales, Regional Campaigns, Negotiations, Media and VIP Presentations, Trade Fairs, Licensing, Channels

ALIF BA ENTERPRISES

January 2011–Present

US\$120M+ retailer of building, finishing, and furnishing materials. 14 categories. 30,000 SKUs.

Country Marketing Manager—KSA (July 2012–Present)

Business Development Manager—Dubai (January 2011–Present)

SCOPE

Recruited to help local company expand throughout MENA region by bringing systematic, measurable approach to marketing.

Manage relationships with suppliers, research firms, government agencies, and marketing/creative vendors.

Leverage popularity of social media following Arab Spring.

Quickly earned promotion to oversee marketing and new retail launches in KSA and UAE.

BUSINESS IMPACT—PLAYED KEY ROLE IN ADDING US\$150M+

- **Built 15-member marketing team** from scratch to execute market research, business development, market analysis, market sizing, competitive intelligence, in-store communications, and ad channels.
- **Gained visibility into Alif Ba’s brand awareness and perception** by implementing first-ever usage, frequency, and attitudes survey countrywide.
- **Captured major competitive advantage**, working with government agency to acquire exclusive consumer leads—citizens who had been given loans to build homes.
- **Personally performed consumer interviews to understand KSA market** prior to opening new retail sites.
- **Lowered cost and improved accuracy of in-store surveys** by automating data entry and integrating with ERP.
- **Overcame lack of secondary research**, enabling systematic approach to market sizing by creating models of key customer segments.
- **Added ~US\$6M in sales** by creating customer acquisition and retention strategy and integrated CRM. Acquired customers in early stages of home building lifecycle to compensate for ability of smaller companies to build more personal customer relationships. Added telemarketing component.
- **Used Twitter poetry contest to engage customers in store and online.**
- **Built 15,000-follower base on Instagram before handing it to Social Media Dept.**
- **Added projected US\$100M in 2013 revenue** from 1st KSA site in Dammam, with additional sites in Riyadh and Jeddah slated for completion by December 2013.
- **Set stage to generate US\$150M in 2013 Dubai sales**, a 40% increase over 2012.

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UDF

June 2004–January 2011

US\$70M contractor and distributor of security products to local government and U.S. military bases.

Marketing Officer, Full Time—Dubai (January 2009–January 2011)

Marketing Officer, Part Time—Worldwide (June 2004–January 2009, while earning dual masters)

SCOPE

Hired to attend international trade shows and conventions with senior executives.

Supported, and later initiated, import of U.S., European, and Asian goods to MENA region. Managed foreign vendor and MENA-based customer contracts.

BUSINESS IMPACT—ADDED US\$15M+ NEW BUSINESS.

- **Quickly added US\$1M, closing 1st solo deal** with Dubai Minister of the Interior.
- **Realized rapid, consistent success and offer for full-time role.**
- **Built valuable new supplier relationships and strengthened existing alliances** with ability to bridge the gap between Middle Eastern and Western cultures.
- **Grew value of opportunities by acting as consultant.** For example, turned inquiry from U.S. colonel about troops' boots into ongoing vehicle maintenance contract.
- **Increased account penetration by establishing new line of business,** establishing martial arts training facility for Dubai National Guard.
- **Saved thousands of dollars monthly** by implementing VOIP telephony.
- **Contributed 20% to 25% of total annual sales.**

Education

Master of Marketing Management, ESCUELA SUPERIOR DE GESTION, Madrid, Spain—July 2008

- **Graduated #1 in class.**
- **Supported Diamond Foods' launch of fresh-cut food products in Spain** by contributing to primary market research.

Master of International Business, FLORIDA INTERNATIONAL UNIVERSITY, Miami, U.S.—August 2007

- **Co-created plan to help Office Max attract and retain top talent in China.** Recommended appealing to cultural desire for security by establishing clear career path.
- **Earned praise from Office Max VP of International HR** for contributions to talent attraction/retention plan.

Bachelor of Business Administration, FLORIDA INTERNATIONAL UNIVERSITY, Miami, U.S.—December 2005

- **Co-authored paper for U.S. Agency of International Development (USAID) Farmer-to-Farmer program** on market potential for specific fruits.
- **Honored with 1st prize** for helping Latin American farmers access growth markets.

Professional Development: **PMP certification expected December 2013.**

Early Business and Technology Experience

Who Says a Jack of All Trades Cannot Be a Master? Whether learning at the heels of my grandparents (all of whom were entrepreneurs and still run thriving businesses) or launching my own hardware and software business as a teenager, I've always mixed business and diverse pleasures.

My love of photography led to the launch of DubaiPhotoLab.com—the most popular photo site of its time in Dubai, with 50,000 daily hits. My karate black belt became a new line of business for one of my employers, teaching self-defense. For the right company, I offer the expected qualifications of a successful marketing executive—along with some pleasant surprises that promise to add as much to company culture as to corporate profits.

Marketing an International Jack of All Trades

Hamza was an eccentric, creative business person with no separation between business and pleasure, personal and professional. This was partly his personality and partly the result of growing up in a society where business was based on long-term, trust-based relationships—to an extent that we in the West can hardly envision. He grew up selling for his family's business, a defense contractor.

Hamza came to me with a job posting in-hand for his dream role—consumer product marketing manager in the MENA region for an iconic Silicon Valley tech company. But his only experience in tech was with a website he'd started as a hobby that had gone viral, and a small computer company he'd started as a teenager.

After a frank conversation about the chances of him being considered for this role, we set to work. He wanted a look that was clean and ultra professional, but that matched the culture of elegance and innovation at his target company. I had fun with the format and title headings, keeping a tech-cool gray-toned color palette.

Hamza's native understanding of the MENA region, paired with his education in the West, was a huge asset. He would be able to translate between the U.S. company and its market. I highlighted this with his tag line.

Lastly, much of Hamza's entrepreneurial nature and diverse early experience was important to complete a picture of a candidate who was a cultural match with the big tech company. This is explained at the end with a playfully titled paragraph that immediately calls out the "elephant in the room," the fact that this candidate could be perceived as being unfocused. Here, I placed a frank personal statement, intentionally breaking the no-personal-pronoun rule to give a sense of Hamza's personality.