

EHAB SADEQ

Chief Marketing Officer

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EXECUTIVE SUMMARY

Results-driven Chief Marketing Officer with 25+ years of international experience across Egypt and the Gulf Region (Kuwait, Saudi Arabia, Bahrain, UAE). Proven track record of building brands from scratch, driving digital transformation, and delivering sustainable revenue growth across Financial Services, Real Estate, Healthcare, Technology, F&B, Education, Construction, and Agriculture sectors. Adept at leading cross-functional marketing teams, managing multi-million-dollar budgets, and executing data-driven strategies that consistently outperform KPIs.

CORE COMPETENCIES

Strategic Marketing Planning	Digital Transformation & E-commerce	Brand Architecture & Management
P&L Ownership & Budget Management	Customer Lifecycle Management	Market Segmentation & Analytics
Go-to-Market Strategy	PR, Media & Influencer Planning	Cross-Industry Partnerships & Alliances
New Market Development	Sales Enablement & Lead Generation	Startup Marketing & Business Launch

PROFESSIONAL EXPERIENCE

Marketing Consultant | **ABAZA Sports Group** | Cairo, Egypt 2023 – Present

Sports infrastructure solutions provider specializing in football, basketball, volleyball, handball, and tennis facilities.

- Conducted comprehensive market analysis to define company positioning and competitive differentiation within the sports infrastructure sector.
- Developed and launched the company's brand identity from concept to execution, establishing a cohesive visual and messaging framework.
- Designed a go-to-market strategy targeting B2B clients including municipalities, private clubs, and educational institutions.
- Authored detailed marketing plans with measurable KPIs and oversaw strategy implementation, tracking performance against established benchmarks.
- Identified and pursued new geographic markets and verticals, driving top-line revenue opportunities.

Chief Marketing Officer | **SISMATIX Information Systems** | Cairo, Egypt 2021 – 2023

Software solutions provider and digital agency (web & mobile apps) with operations in Egypt, Kuwait, and Saudi Arabia.

- Led full competitive landscape analysis of Egypt's software market and repositioned the brand to capture a 15%+ increase in qualified B2B leads within 12 months.
- Defined product pricing strategy for SaaS solutions and professional services, balancing market competitiveness with profitability targets.
- Developed and executed an integrated e-marketing plan across SEO, paid social, email automation, and content marketing.

- Built and managed an annual marketing calendar with phased campaign rollouts, achieving on-time delivery of all planned activities.
- Monitored sales pipeline performance, analyzed market variables, and adapted marketing plans dynamically to maintain pipeline health.
- Reported monthly and quarterly marketing performance metrics directly to the Board of Directors.

Marketing Consultant | IMTENAN Health & Wellness | Cairo, Egypt 2021

Family-owned FMCG business producing and retailing natural foods, dietary supplements, immunity boosters, and skin-care products.

- Delivered market analysis, brand profiling, and a structured marketing strategy to support the company's retail and e-commerce expansion.

Chief Marketing Officer | Injaz Global Holding | Kuwait City, Kuwait 2014 – 2020

Multi-sector conglomerate operating across Gulf Region and Egypt: medical devices (Allergotec), hospitality (Alareen Hotels), OOH advertising (Elevation Media), steel manufacturing (Elevation Steel), pharmaceutical trading (NTM), telecom retail (8 outlets in Kuwait & Dubai), and F&B management (Before Chocolate, English Café, Tolly's Pizza, Elevation Burger).

- Oversaw marketing strategy across 6+ business units spanning healthcare, hospitality, manufacturing, retail, and F&B — aligning each brand with group objectives while maintaining distinct market identities.
- Built and led a centralized marketing department that delivered all approved plans consistently under budget.
- Designed and implemented a digital lead generation engine through targeted campaigns that measurably improved sales performance across retail and F&B divisions.
- Developed customer lifecycle management frameworks achieving high customer retention rates and reduced acquisition cost.
- Negotiated and closed strategic cross-industry partnerships, expanding distribution channels and co-marketing reach.
- Applied predictive modelling and advanced cluster segmentation to drive marketing ROI optimization across diverse product portfolios.
- Structured annual advertising and promotional calendars for each business unit, coordinating events, seasonal campaigns, and media buys.
- Reported all marketing KPIs and business growth metrics to the executive committee on a regular cadence.

Marketing Director | Mena Holding Co. K.S.C. | Kuwait City, Kuwait 2006 – 2014

Large-scale conglomerate active in real estate development (26,000-feddan mega-project south of Greater Cairo), industrial manufacturing (K-span), agricultural land reclamation, investment, general contracting, sports & entertainment, and advertising production.

- Developed and managed multi-sector marketing strategies across 9+ subsidiaries, achieving organizational growth objectives year-over-year.
- Built annual business development and marketing plans in conjunction with Sales, incorporating detailed KPIs monitored throughout the fiscal year.
- Managed the complete product lifecycle for large-scale real estate projects, from strategic planning to tactical sales campaigns.
- Secured frequent, positive media coverage across print, broadcast, and digital channels for key project launches.
- Conducted ongoing market research, competitive analysis, and consumer intelligence, translating insights into actionable marketing strategies.
- Managed productivity of marketing plans by comparing actuals against projections, implementing corrective actions proactively.

Co-Founder & Executive Director | Icon Graphic Center | Kuwait City, Kuwait 2002 – 2006

- Co-founded a high-end marketing and advertising agency serving premium clients across Kuwait.
- Developed and implemented elite Corporate Identity Management (CIM) systems for high-profile corporate clients.

- Delivered marketing studies, brand strategies, and creative concepts driving measurable awareness and engagement.

Co-Founder & General Manager | **Institute of Arab Academy** | Kuwait City, Kuwait **1995 – 2002**

- Co-founded and scaled the first and largest private education institute in Kuwait, managing full operational and marketing functions.
- Grew the institute to become a market leader in private education within 7 years of founding.

Marketing Manager | **Abbas Ahmad Al Shawaf Bros. Co.** | Kuwait City, Kuwait **1994 – 1995**

- Managed marketing activities for a diversified trading and contracting group, including Nissan vehicle agency and IT services division.

EDUCATION

Bachelor of Commerce — Accounting

Alexandria University, Egypt

INDUSTRY EXPERTISE

Financial Services · Real Estate Development · Healthcare & Medical Devices · Technology & SaaS · Food & Beverage / Restaurant Management · Retail & E-commerce · Construction & Manufacturing · Agriculture · Education · Sports Infrastructure · Outdoor Advertising · Hospitality

LANGUAGES

Arabic (Native) **English** (Professional Proficiency)

GEOGRAPHIC FOOTPRINT

Egypt · Kuwait · Saudi Arabia · Bahrain · UAE