

Saad Samadi

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Global Director of Marketing

Tri-lingual Marketing & consumer expert with deep experience building brands, spearheading 360 degrees multi-million \$ campaigns and building capabilities. Excellent presenter, team developer and award-winning businessperson able to get consensus from and communicate to C-level and Senior professionals. A strategic and creative story teller, an expert in traditional and non-traditional media, with recent successes in Digital Media Marketing and Strategy, and a keen interest in fintech technologies as well as blockchain applications.

Core Competencies

LEADERSHIP | P&L MANAGEMENT | INTEGRATED MARKETING | PERFORMANCE MARKETING | TEAM BUILDING | FMCG | BRAND MANAGEMENT | SEARCH MARKETING | AFFILIATE MARKETING | MARKETING STRATEGY | MEDIA PLANING | STARTUPS | NPD | CREATIVE DEVELOPMENT | AGENCY MANAGEMENT | PROJECT MANAGEMENT | DIGITAL MARKETING | CONTENT MARKETING | DATA ANALYTICS | RESEARCH | STAKEHOLDER MANAGEMENT | MARKET PLANNING | EVENT MANAGEMENT | PR | APP DEVELOPMENT | TRADE MARKETING |

Professional Experience

CFI FINANCIAL GROUP (Dubai, U.A.E.) – *A global online trading provider enabling easy and convenient access to the financial markets. With an HQ in Dubai, CFI operates in MENA, Latin America, in addition to the UK, Mauritius and Cyprus. I joined in September 2021.*

Global Director of Marketing (Reporting to MD & Cofounder), 2022 - present

Global Head of Marketing (Reporting to MD & Cofounder), 2022 - 2022

Marketing Director MENA, 2021.

I manage the entire department globally with full responsibility for the entire marketing budget.

- I launched the biggest campaign in the company's history by signing on Pep Guardiola as global brand ambassador for CFI.
- Part of the Strategy and UX committee alongside the COO, CFO, CTO and the Cofounders.
- I manage an Offline multimillion USD budget as well as on Online one.
- I look after a dedicated team of 12 people which supports the entire group in the areas of:
 - Creative & Design including ideation, production and execution of projects.
 - Digital Marketing including Paid & Organic Search, Social & Paid Social as well as Programmatic.
 - Marketing Project Management with team members based at each market entity.
 - PR & Communications.
 - Affiliate Marketing.
 - Agency management where the team works with 3rd party entities (Social, Digital Media, Organic Search, Research).

FREELANCE CONSULTANT (Dubai, U.A.E.)

Sales & Marketing Consultant-Trainer 2020 till 2021.

AL ALALI FOODS (Dubai, U.A.E.) – *Major family-owned player in Packaged foods with 30 food categories. Leader (#1 or #2) in Desserts & Bakery Mixes, Jam, Tuna, Pasta, Tomato paste, Ketchup and Sauces to name a few.*

MENA Marketing Manager (Reporting to MD/member of the Board), 2019 to 2020.

Joined the company to lead a mega relaunch project to develop and redefine the brand strategy, including building capabilities, budgets and go to market category plans.

Main Duties:

- Manage and support agency's development of research capabilities (Quant and Qual interviews, Brand Tracker, Retail Audit).
- Custodian of the new brand strategy and the application to all collaterals including product packaging, POSM and activations.
- Draft the short and long-term category strategies (Including Trade Marketing Calendars).
- Lead a multi-million \$ relaunch media campaign (TV, OOH, Radio, Print, Search, Social, Influencer and Programmatic).
- Manage creative agency pre, during and post TVC development (Story board testing, Pre PPM and PPM and post editing).
- Recruit talent for the new marketing department and build a high-performance team.

MAI DUBAI WATER (LLC) – (Dubai, U.A.E.) – *A Semi government FMCG startup manufacturing and marketing the brand Mai Dubai Water.*

Head of Marketing & Customer Service (Reporting to the CEO), 2013 to 2019.

3rd overall to join the startup, building the Marketing capabilities from scratch (Brand Strategy, SOPs, talent, creative and research agencies) and leading all marketing communication efforts. Shot the brand's first TVC, and helped launch the Mai Dubai mobile app.

- Contributed to the year-on-year revenue growth by executing disruptive creative ideas (average 25 % last 3 years).
- "Mai Happiness", a digital 1st regional brand repositioning/relaunch campaign (in year 5) taking it to 3rd place in sales.

- Built the media budget from 0 to the 2nd largest in the bottled water category in 4 years by exceeding KPIs year on year.
- Managed TTL strategy including new market launch activations and design of all POSM for the company.
- Lead the sponsorship deals with T10 Cricket league and Arabian Gulf League Football Champion Shabab Al-Ahli Dubai.
- Executed multiple high profile media attended corporate events including an official visit from HH MBR ruler of Dubai.
- Designed an iconic PET bottle leading to copycats and TM infringements, and a RedDot design winner glass bottle.
- Managed the company's corporate brand strategy and garnered free PR value by securing CEO interviews in print and Radio.
- Worked collaboratively with the digital agency creating highly engaging content on Social Media following a clear Social Playbook, and aligning with the organizations' event calendar.

NATIONAL FOOD PRODUCTS COMPANY - (AIAin, U.A.E.)— *NFPC produces and distributes brands in Juices & Dairy (Lacnor, Milco, Gulf & Safa), Water (Oasis, Blue) and Baking Goods (Royal Bakers).*

Brand Manager Bakery Division (Reporting to the MD), 2011 to 2013.

I established the Marketing department for the new business vertical (bakery division), with capabilities to produce over 300 SKUs.

- Created and executed all brand collaterals, website architecture & design, ATL, BTL and social media launch strategies.
- The department work was conducted with very close coordination with the Managing Director.
- Created all external and internal communication content, and support MD and the Board accordingly.

SONY MOBILE - (Dubai, U.A.E.)—*Is a leading Mobile Handset Manufacturer, known for its successful line of Xperia smartphones.*
Field Marketing Manager – Middle East (Reporting to the Head of Sales) , 2010 to 2011.

Based in the Regional HQ, I reported indirectly to the CEEMEA Field Marketing Manager.

- Managed a Field Marketing Team of 22 that trained a total 24,500 staff and sold 1250 handsets in 12 months.
- Achieved best practice status with the "FAB 5 IDUs activation" in KSA with no budget, increasing sales by 25%.
- Exceeded KPIs for all mystery shopping product METRICS (Knowledge, demonstration, availability, and visibility).
- Solely represented the region by physically attending CEEMEA meetings in Munich, Germany.

COTY BEAUTY (Dubai, U.A.E.)— *Leading and global fragrance, beauty & personal care manufacturer.*

Area Sales Manager – GCC (Reporting to the Head of Sales), 2009 to 2010.

Successfully exceeded the yearly sales targets across all assigned markets (UAE, KSA, Lebanon, Yemen).

- KSA Adidas Roll-on volume sales growth by 50%, while industry growing at 4%, and Roll-on category declining at -7%.
- Achieved 105% of target for my market while region's Middle East closing sales were 97% of budget.
- Supported the Beauty Division Manager (GM level position) in the drafting and negotiation of Key Account agreements.

PHILIP MORRIS MANAGEMENT SERVICES (Riyadh, Saudi Arabia) —*The largest cigarettes and vaping devices manufacturer worldwide.*

Field Supervisor & Marketing Executive KSA & Oman (Reporting to the Country Manager), 2006 to 2009.

Supported in managing distributors and executed all marketing and trade activities.

- Successfully launched Parliament and Virginia Slims in the AP Price segment accomplishing close to 1% market share.
- Executed sponsorships in Oman which became best practices for Low budget, consumer centric events in the region.
- Managed a merchandising team of 20 and ensured 100% compliance of Merchandising Trade Agreements in the market.

PEPSI COLA, AJBP (Riyadh, Saudi Arabia)— *Al-Jomaih Bottling Plants, is Pepsi's largest bottler in the Middle East region.*

Trade Marketing Executive (Reporting to the Market Development Director), 2005 to 2006.

Managed the yearly marketing calendar with full responsibilities for the planning, execution and reporting of all activities.

- Increased Pizza Hut Sales Transactions by 15% through exclusive QSR Successful activation of "Win the Golden Shoe".
- Created PR attention relationships via an exclusive activation for Carrefour: "Meet & Greet the KSA National Team".
- Measured executions in the Trade periodically and reported findings with suggestions for Execution Improvements.

Past Assignments

J. WALTER THOMPSON (Jeddah, Saudi Arabia)— *One of the largest and oldest Advertising agencies in the world. During my tenure I looked after a portfolio of Unilever brands notably, Lipton, Sunsilk, Close up and Fair & Lovely and worked on ATL, BTL and packaging projects.*

Account Executive, 6/2004 to 6/2005

Training

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|--------------------------------|-------------------------------------|---------------------------|
| • Personal Power and Presence. | • PMI Managing people in the field. | • Negotiation Skills. |
| • De Bono: 6 thinking Hats. | • Sony Field Management. | • Key Account Management. |

Awards & Recognition

- 2019 Red dot award.
 - Yougov most improved brand.
 - MBLM brand intimacy report: 1st in Water and 8th in overall beverages.
 - Beverage World Mag. Bronze Award
 - GCC Best Marketer Award.
 - AWWARDS finalist.
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Education & Associations

- **Bachelor of Business (Marketing Emphasis):** *American University of Beirut. GPA 3.02, member of the Music and Drama Club.*
 - **Mastering Digital Marketing - SEM, SEO, Social Media and Beyond -Course:** *London Business School.*
 - **Digital Marketing Specialization – 6 courses:** *University of Illinois Urbana Champaign, GIES College of Business.*
 - **Brand Identity, Strategy, Content Marketing Course – 2 Courses:** *IE Business School.*
 - **Fintech Foundations & Applications Specialization – 4 Courses:** *University of Pennsylvania, Wharton Bus. School.*
 - **IBM Block Chain Essentials V2 Course:** *IBM*
 - **American Marketing Association (AMA) | The Marketing Society.**
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Certifications

- Google Ads – Measurement.
- Google Ads – Search.
- Google Ads – Display.
- Google – Shopping Ads.
- Certified Blockchain Expert - The Blockchain Council.