

## **KHALED AHMAD WEHBI**

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### **CHIEF EXECUTIVE | BUSINESS TRANSFORMATION LEADER | GROWTH STRATEGIST**

Visionary C-suite executive with 24+ years of delivering transformational growth, digital innovation, and operational excellence across the GCC region. Proven ability to scale businesses, enhance EBITDA, build high-performing teams, and drive market expansion across advertising, retail, FMCG, fintech, Real Estate and consulting sectors. Known for strategic agility, bold execution, and deep stakeholder engagement.

#### **Career Highlights:**

- 25–40% EBITDA improvement in underperforming business units.
- 2 new market entries launched and scaled in GCC.
- 3 legacy companies digitized through full-stack transformation.
- Trusted advisor to agencies & companies.
- Built and mentored 5 high-impact leadership teams.

#### **CORE COMPETENCIES:**

**Strategy & Leadership:** Corporate Visioning • Board Engagement • Long-Term Planning • P&L & Operational

Excellence: Cost Optimization • Lean Systems • Process Automation • KPIs

**Digital Transformation:** CRM • E-commerce Strategy • Programmatic Media • AI Integration

**Growth & Commercial Leadership:** GTM Execution • Market Expansion • Sales Strategy • Channel Management

**Public Sector & Government:** Tendering • Regulatory Relations • Compliance • Strategic Bidding

#### **PROFESSIONAL EXPERIENCE:**

**ABDUL LATIF JAMEEL** — Riyadh, Saudi Arabia

**Senior General Manager / Head of Business • Dec 2019 – Present**

- Site Acquisition & Negotiation: Expertly identifies and assesses new site opportunities, leading complex negotiations for leases and acquisitions to secure a competitive advantage.
- Manages and optimizes large-scale retail property portfolios, implementing strategies to maximize ROI and drive expansion in line with corporate objectives.
- Led full P&L, commercial strategy, and operations.

- Orchestrated 2020–2025 Corporate Strategy, targeting 40% digital revenue shift and central Province expansion.
- Launched COVID-19 resilience plan securing 75% revenue retention in a disrupted economy.
- Restructured into 2 sub business units (Traditional, Digital) improving business unit accountability.
- Consolidated production operations, reducing material waste by 35% and energy costs by 15%.
- Rolled out Saudi Talent Development Program and introduced a full succession framework.
- Deployed real-time programmatic media platform with AI-driven optimization and performance tracking.

**AL MEHBAJ AL SHAMIYA (FMCG)** — Riyadh, Saudi Arabia

**Head of Marketing & Business Development • Feb 2018 – Dec 2019**

- Owned national brand, product, and distribution strategy for leading traditional FMCG player.
- Conducted 6-month market study leading to regional rollout roadmap.
- Successfully negotiated strategic leases, renewals, and acquisition deals with top landlords, developers, and government entities.
- Oversaw CAPEX planning, white-box fit-outs, and commercial readiness for flagship and boutique locations in Tier 1 malls and standalone formats.
- Developed a scalable real estate operating model that supported growth into underserved markets, including secondary cities and high-growth areas.
- Launched Brand Health Tracking System, enhancing awareness and purchase intent KPIs.
- Reduced underperforming SKUs by 28% via portfolio rationalization.
- Designed Category Captain Program with top retailers to optimize promotions and inventory turns.
- Boosted omnichannel presence via e-commerce and digital activations.

**GEIDEA SOLUTIONS (FINTECH) & Lemar Real Estate** — Riyadh, Saudi Arabia

**Chief Marketing & Business Development Officer • Nov 2013 – Jan 2018**

- Directed multidisciplinary teams including real estate analysts, project managers, and external consultants to deliver on aggressive market entry and expansion timelines.
- Monitored and interpreted real estate market trends, zoning regulations, and municipal development plans to inform proactive site selection and risk management.
- Drove brand equity, digital adoption, and B2B growth for Saudi Arabia’s premier fintech startup.
- Launched Geidea Partner Portal enabling real-time performance analytics and co-branded campaigns.
- Grew partner base and user acquisition through data-driven lead funnel strategies.

**TIHAMA Holding** — Riyadh, Saudi Arabia

**Vice President & Chief Operating Officer • Aug 2010 – Nov 2013**

- Spearheaded vendor and partner negotiations that reduced procurement costs by 18%.
- Represented the group in key government and stakeholder engagements across the Kingdom.
- Identified, evaluated, and secured high-footfall retail locations in malls, street retail zones, and mixed-use developments across major cities, aligning with brand positioning and customer demographics.
- Successfully negotiated strategic leases, renewals, and acquisition deals with top landlords, developers, and government entities.
- Oversaw nationwide operations for one of Saudi Arabia's largest and most diversified media groups.
- Directed 57-person cross-functional team covering marketing, sales, finance, and operations.
- Led a major corporate restructuring program, improving operational margin by 27%.
- Developed and executed strategic turnaround plan for underperforming business units.
- Advised the board and executive committee on cash flow management, and new investments.
- Introduced centralized performance dashboards and KPIs, aligning the group's 5 business divisions.

**EARLY CAREER ROLES (2000 – 2010)**

- Kreab Gavin Anderson (Associate Director) • Afkar International (Deputy GM) • Promax ME (Country Manager).
- Launched Riyadh office for Kreab and managed high-profile communication strategies for government clients.
  - Led strategic campaigns, PR programs, and operational expansion efforts across KSA and Qatar.

**EDUCATION & EXECUTIVE DEVELOPMENT**

Doctor of Business Administration (DBA), Candidate • SSBM Geneva.

Research Focus: Impact of AI on Retail Performance in the Saudi Arabia.

MSc in International Marketing • SSBM Geneva.

Thesis: Localization Strategies for Global Brands in Saudi Arabia.

BBA, Business & Commerce • Beirut Arab University.

**Certifications:**

Certified KPI Professional • Google Ads & Analytics • HubSpot Inbound Marketing • IDM Digital Transformation • Design Thinking (Design Thinkers Academy).

**PERSONAL DETAILS**

- Nationality: Lebanese
- Residency: Premium Residency, KSA
- Languages: Arabic (Native), English (Fluent)
- Availability: 30 Days' Notice