

## **Abdullah Abuzinadah**

Senior Marketing & Commercial Leader

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### **Executive Summary**

Transformational marketing and commercial leader with 15+ years of experience driving growth, brand elevation, and large-scale expansion across Saudi Arabia and the GCC. Proven ability to manage \$50M+ budgets and lead 500+ employees across sales, marketing, and retail operations. Expert in designing enterprise-level 360° marketing campaigns, advising boards, and forging government & public sector partnerships aligned with Vision 2030. Known for combining strategic vision with execution excellence to deliver sustainable business growth and long-term brand equity.

### **Professional Experience**

#### **Commercial Vice President of Marketing & Sales**

**Ibrahim AlQurashi** – Jeddah, Saudi Arabia | 09/2019 – Present

- Directed commercial, marketing, and expansion strategy, achieving 28% YOY revenue growth.
- Managed and developed a 500+ cross-functional team across sales, marketing, retail, and supply chain.
- Spearheaded national expansion, overseeing store rollout, location strategy, and customer experience design.
- Led construction of a state-of-the-art fragrance factory meeting international standards.
- Launched 15+ new products, achieving category leadership in premium fragrances.
- Optimized a \$50M marketing & sales budget, ensuring high ROI and profitability.
- Built partnerships with key stakeholders, government entities, and retail developers.

#### **Head of Commercial**

**Ibrahim AlQurashi** – Jeddah, Saudi Arabia | 01/2020 – 12/2021

- Built and executed commercial strategy, delivering 22% revenue growth in two years.
- Implemented pricing strategies & customer segmentation, boosting profitability.
- Expanded distributor and retail partner network, growing coverage by 40%.
- Reported directly to C-suite, advising on strategic market positioning and expansion.

#### **Head of Marketing**

**Ibrahim AlQurashi** – Jeddah, Saudi Arabia | 09/2019 – 12/2021

- Designed and executed integrated 360° campaigns, increasing brand awareness by 30%.
- Led digital transformation of marketing, doubling online engagement & e-commerce sales.
- Managed a 20+ person marketing team, fostering innovation and modern capabilities.

#### **Marketing Manager**

**Virgin Megastore KSA** – Jeddah, Saudi Arabia | 02/2018 – 08/2019

- Drove multi-channel campaigns, boosting store traffic & sales by 18%.
- Played a key role in expansion planning, including new store openings & customer experience design.
- Built influencer & media partnerships, reinforcing brand positioning.
- Enhanced digital presence, increasing online traffic & conversions by 25%.

#### **Marketing Manager**

**Nahdi Medical Co.** – Jeddah, Saudi Arabia | 07/2015 – 01/2018

- Developed private label brands, contributing 12% incremental revenue.
- Pioneered packaging innovation projects, strengthening consumer preference.
- Executed ATL & BTL campaigns, achieving strong brand recognition in the pharmacy sector.

### **Brand Manager Assistant**

**Savola Foods Co.** – Jeddah, Saudi Arabia | 05/2014 – 06/2015

- Supported brand strategy & campaigns, driving consistent market growth.
- Coordinated cross-functional projects, ensuring timely execution of promotions.

### **Assistant Business Development Manager**

**Bridges Marketing** – Jeddah, Saudi Arabia | 01/2013 – 04/2014

- Developed new business opportunities and client relationships.
- Supported sales pipeline growth with strategic proposals & partnerships.

### **Education**

Bachelor of Business Administration – International Business  
Strayer University – Arlington, VA, USA | 2012

### **Core Skills**

- Strategic Leadership & Vision 2030 Alignment
- Enterprise Brand Strategy & Positioning
- Government & Public Sector Engagement
- 360° Marketing Campaigns (ATL, BTL, Digital, PR, Activations)
- Stakeholder & Board-Level Advisory
- Commercial Growth & Market Expansion
- Budget Leadership (\$50M+) & ROI Optimization
- Cross-Functional Team Leadership (500+ employees)
- Digital Transformation & E-commerce Growth
- Partnerships, Tenders & B2B/B2G Collaboration

### **Languages**

Arabic (Native)

English (Native-level)