

## **SYED SHAMSHUDDIN M AHMED**

### **Director – Growth Strategy & Market Development**

Riyadh, Saudi Arabia | Transferable Iqama | Immediate Availability

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### **PROFESSIONAL SUMMARY**

Director-level Growth strategy, market development, marketing, business, partnership and stakeholder development leader with 20+ years of international experience, particularly in the GCC - UAE, Qatar, MENA, and India with government entities, sovereign organizations, and private sector enterprises, having multi-sector expertise in Education, Travel, Tourism & MICE, Hospitality, Real Estate and construction, Healthcare & Hospitals, Fitness and Sports, CSR & ESG, Consumer Markets, Industrial & Manufacturing, IT & Start-Ups and venture building. Highly compatible with Vision 2030-aligned initiatives and enterprise-level transformation aligned to Saudi market dynamics

### **CORE SKILLS**

Growth Strategy | Market Expansion (GCC & MENA) | Go-To-Market (GTM) Strategy | Revenue Optimization and Growth | Commercial Strategy | New Market Entry | Business Transformation | P&L Enablement | Demand Generation | Sales & Marketing Alignment | Strategic Partnerships | Channel & Distribution Strategy | Brand & Market Positioning | MarTech & CRM (HubSpot, Salesforce) | Customer Acquisition & Retention | Pipeline Management | Competitive & Market Intelligence | Data-Driven Decision Making | Investor, Executive & Board Communication

### **KEY ACHIEVEMENTS**

- **Executive Fellow Awardee:** Bestowed with the prestigious title of 'Executive Fellow' by WOXSEN UNIVERSITY B SCHOOL, top 3rd-ranked B School by Bloomberg, for delivering programs for its B-School and International executive delegations
- **Revenue Transformation:** Transformed the business model for an electrical brand, achieving a remarkable increase in revenue to surpass \$45 million
- **Market Restructuring:** Restructured Marketing and distribution for a Water Technology brand in MENA, rebuilding it with a turnover increase of 20% to \$75 million.
- **Start-Up Mentorship and Investment Mobilization:** Played a pivotal role in scaling several start-ups with accelerators and incubators such as T-Hub, IIT, DIC, and QSTP-Doha.

### **EDUCATION**

- MBA, Marketing - Sunrise Business School, 2012 – 2014
- Business Management Diploma | Institute of Business Management. 1993-94
- Bachelor of Sciences - Osmania University, 1989 – 1992

### **EXECUTIVE EDUCATION**

- Strategic Leadership, 2023 - ICF, New Delhi.
- Strategic Marketing & Innovation, 2022 - IIT Kharagpur
- Executive Leadership Program, 2018 - Carnegie Mellon, Qatar
- Blue Ocean Management, 2009 - Dubai
- Corporate and Business Unit Strategy Consulting Program, 2006 – CMI, Abu Dhabi

## PROFESSIONAL EXPERIENCE

### Director – Growth Strategy & Market Development / CMO

**Smart Consulting Group – India** | May 2021 – Dec 2025

A Management and Strategy consulting firm supporting private-sector clients on strategic growth, market entry, and transformation.

- Built and led the firm's growth strategy and market development function, supporting private-sector consulting engagements across multiple industries.
- Designed and executed revenue-led GTM and demand-generation programs, reducing customer acquisition cost by 21% and improving qualified pipeline conversion.
- Supported market entry and expansion initiatives for clients across consumer, industrial, healthcare, education, and professional services sectors.
- Implemented MarTech and CRM ecosystems (HubSpot, Salesforce, Google Ads), enabling end-to-end funnel visibility, forecasting, and revenue attribution.
- Partnered with leadership teams on commercial strategy, pricing frameworks, value propositions, and sales enablement.
- Represented the firm in client negotiations, industry forums, and strategic partnership discussions.

### Executive Director – Growth Strategy & Business Development

**Indo-Turkish Property & Business Consultants – India & Türkiye** | Apr 2018 – Mar 2021

- A Cross-border advisory platform supporting private enterprises with international expansion.
- Led growth strategy and market entry programs for private-sector companies expanding across India, Türkiye, and MENA.
- Structured strategic partnerships with local partners, distributors, and investors to accelerate time-to-market and reduce entry risk.
- Drove new business acquisition and advisory revenue growth through targeted market positioning and sector-focused offerings.
- Conducted market intelligence, regulatory assessments, and commercial feasibility studies to support expansion decisions.
- Built and managed cross-functional teams spanning business development, marketing, and research.

### Independent Advisor – Market Entry, Growth & Startup GTM | Doha, Qatar | Nov 2017 – Jan 2018

- Advised international clients on market entry strategy, ecosystem access, and go-to-market execution
- Engaged with government-linked accelerators and startup ecosystems, supporting early-stage scale-up initiatives.
- Facilitated strategic introductions across corporate, investment, and public-sector stakeholders.

### Director – Strategy Consulting & Market Development

**ALM Marketing Consulting Enterprise – India** | Mar 2011 – Mar 2012 & Jul 2014 – Oct 2017

- Delivered growth, commercialization, and GTM strategies for B2B, B2C, and B2G clients across education, infrastructure, water technology, and public-sector programs.
- Identified market gaps and growth opportunities, enabling improved market penetration and revenue outcomes.
- Led integrated GTM programs covering positioning, channel strategy, and demand activation.
- Built and scaled consulting teams, establishing structured delivery models and performance KPIs.

### General Manager – Marketing & Business Strategy

**Sharp & Shine Management Consultancy – Dubai, UAE** | Mar 2008 – Dec 2010

- Directed regional growth strategy for MICE and strategic events across GCC, Europe, and Asia-Pacific.
- Delivered large-scale programs for government and enterprise clients, contributing to diversified revenue streams.
- Led international partnerships, sponsorships, and proposal management (RFPs).

## **EARLIER CAREER HIGHLIGHTS (UAE & MENA)**

### **General Manager – Marketing, Trofina Foods FZC, UAE**

- Supported GCC and North Africa expansion within a USD 25–50M revenue environment.
- Spearheaded strategies to expand market share across the UAE, GCC, and North Africa, driving brand growth in a competitive FMCG landscape
- Launched Trofina Tea, Queen Tomato Paste, and Organa Honey to enhance visibility and penetration in retail and HoReCa channels

### **Marketing & Business Development Manager, So Safe Water Technologies, UAE**

- Enabled 20% revenue growth through restructuring distribution and market strategy across MENA.
- Developed comprehensive marketing strategies for B2G, B2B and B2C business models
- Executed successful campaigns across ATL, TTL, and BTL advertising, product launches, marketing communications, and PR, event management at WATEX Dubai, Iran, and KSA
- Organized a massive international convention celebrating 35 years of legacy, elevating Global Branding, robust expansion of new markets, and new product introduction

### **Marketing Manager – Middle East, Warom Technology MENA, UAE**

- Led market development for industrial and hazardous-area solutions across the Oil and Gas sector in GCC and MENA.
- Ensured branding Solution services, created technical brochures, case studies, and promotional materials highlighting ATEX/IECEx certifications and after-sales support
- Events and trade shows planning and participation in ADIPEC, Big 5, and regional exhibitions with a focus on market penetration, B2B partnerships, and distribution development

## **ADDITIONAL INFORMATION**

Languages: English (Fluent) | Arabic (Working Proficiency) | Hindi (Fluent)

Affiliations: Indo-American Chamber of Commerce | Confederation of Indian Industries (CII) | FTCCI