

MUTHANNA ATRASH

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Chief Marketing Officer

Chief Marketing Officer and enterprise growth leader with 18+ years of experience driving revenue, brand transformation, and digital scale across FMCG, retail, luxury, logistics, and e-commerce in the Middle East. Proven at board and executive level in translating commercial strategy into measurable growth by aligning brand, performance marketing, customer experience, and data. Expert at building high-performing teams and leveraging AI and analytics to maximise ROI and long-term brand equity.

CAREER HIGHLIGHTS

- ✓ Delivered sustained double- and triple-digit revenue growth across e-commerce, retail, and service businesses by leading large-scale brand, digital, and go-to-market transformations.
- ✓ Built and scaled omnichannel and e-commerce platforms generating up to \$16M+ annual revenue, while expanding customer bases by 150,000+ users in a single fiscal year.
- ✓ Generated \$15M+ incremental revenue through national brand campaigns, CRM transformation, and data-led customer lifecycle strategies.
- ✓ Led enterprise marketing functions with full P&L accountability, managing budgets exceeding \$8M and teams of 200+ across complex, multi-market environments.
- ✓ Elevated brand equity and market leadership by repositioning businesses as category leaders, securing long-term enterprise partnerships, and embedding sustainability and ESG initiatives.

KEY EXPERTISE

Marketing Strategy
Brand Leadership
Revenue Growth
P&L Ownership

Omnichannel Growth
E-commerce Scale
Customer Acquisition
Lifecycle Marketing

Performance Marketing
Data Analytics
AI Enablement
Strategic Partnerships

TECHNICAL SKILLS: HubSpot, Marketo, Mailchimp, Eloqua, Google Analytics, Adobe Analytics, Tableau, Salesforce, Oracle CRM, Qualtrics, Medallia, Adobe EM, Hootsuite, Buffer, Sprout Social, WordPress, Drupal, Joomla, Asana, Trello, Monday.com, Google Ads, Facebook Ads Manager, LinkedIn Ads, SEMrush, Moz, Ahrefs, Microsoft Office Suite

PROFESSIONAL OVERVIEW

DRB Logistics Solutions | Riyadh, Saudi Arabia

March 2025 – Present

GENERAL MANAGER

- Drove 40% revenue and client acquisition growth by leading a full digital and brand transformation across omnichannel marketing, pricing strategy, and premium service positioning.
- Strengthened market leadership in FMCG, cosmetics, and lifestyle logistics by repositioning DRB as Saudi Arabia's leading refrigerated last-mile provider.
- Increased operational efficiency by 20% and customer satisfaction by 30% through AI-driven optimisation, service innovation, and data-led decision-making.
- Secured long-term enterprise contracts by forming strategic partnerships with leading beauty, F&B, and healthcare brands.
- Enhanced brand equity and ESG credentials by launching sustainability and CSR initiatives, reducing CO₂ emissions by 15%.

Reef Perfumes Company | Riyadh, Saudi Arabia

January 2024 – March 2025

GENERAL MANAGER OF MARKETING & E-COMMERCE

- Scaled e-commerce revenue from \$4M to \$16M YoY by executing an integrated omnichannel growth strategy across SEO, SEM, paid media, and CRM.
- Grew market share by 15% by strengthening premium brand positioning through storytelling, influencer marketing, and strategic partnerships.
- Generated \$1.5M in six months by launching a new fragrance line supported by integrated product, digital, and brand campaigns.
- Expanded the online customer base by 150,000 buyers by deploying data-driven acquisition and personalisation strategies.
- Improved conversion from 2% to 4.2% by optimising UX, introducing frictionless checkout, and embedding structured customer feedback loops.

Abdullah Al Othaim Investment Company | Riyadh, Saudi Arabia

December 2022 – January 2024

HEAD OF MARKETING

- Accelerated customer acquisition across portfolio companies by designing and executing data-led digital growth and lead-generation strategies.
- Increased marketing ROI by optimising budget allocation and scaling high-performing campaigns through continuous growth experimentation.
- Expanded market reach by identifying new segments through deep consumer behaviour analysis and persona development.
- Improved funnel performance by building and optimising end-to-end acquisition and conversion journeys across digital channels.
- Delivered sustained revenue growth by partnering cross-functionally with product, analytics, compliance, and creative teams.

M.A. Al Abdul Karim & CO. | Riyadh, Saudi Arabia

January 2021 – December 2022

HEAD OF MARKETING & E-COMMERCE

- Tripled online sales and increased conversion by 35% by launching a new mobile-first omnichannel platform and UX-led redesign.
- Increased average order value by 19% by refining digital merchandising, targeting strategies, and personalised customer journeys.
- Boosted organic traffic by 80% by executing SEO, PR, and content optimisation initiatives across branded and non-branded search.
- Improved customer satisfaction by 37% by implementing a real-time digital feedback and experience-management system.
- Strengthened long-term loyalty by developing an integrated CRM and data-driven loyalty programme aligned to omnichannel behaviour.

Al Daham Watches Company | Riyadh, Saudi Arabia

September 2018 – December 2020

MARKETING DIRECTOR

- Generated \$15M+ incremental revenue by executing national branding, CRM transformation, and data-led customer acquisition strategies.
- Optimised marketing ROI by 28% by managing \$8M+ budgets across 81 stores and introducing advanced attribution and performance analytics.
- Reduced customer churn by 20% by implementing predictive CRM and targeted lifecycle email marketing programmes.
- Increased social engagement by 58% by redesigning content strategies across major digital platforms.
- Elevated customer satisfaction by 12% by launching enterprise-wide feedback, loyalty, and customer care initiatives.

Al Futtaim Group | Riyadh, Saudi Arabia

August 2015 – September 2018

HEAD OF MARKETING

- Delivered \$4M+ incremental revenue by launching consumer research, lifecycle marketing, and gift card programmes.
- Increased campaign revenue by 123% by leading creative transformation across 70+ marketing assets and channels.
- Improved brand positioning and sales velocity by 50% during key retail events through data-driven promotional planning.
- Elevated customer acquisition and retention by building segmentation and lifecycle strategies across multi-brand portfolios.
- Reduced costs by 25% by renegotiating supplier contracts and improving inventory-aligned communications.

EARLY CAREER EXPERIENCE

SENIOR MARKETING MANAGER | Fawaz Al Hokair Group | Riyadh, Saudi Arabia

August 2013 – July 2015

MARKETING MANAGER | Apparel Group | Riyadh, Saudi Arabia

July 2006 – July 2013

ASSISTANT MARKETING MANAGER | College of Telecom & Information, | Riyadh, Saudi Arabia

July 2003 – August 2006

EDUCATION

Damascus University | Damascus, Syria

2002

Bachelor's Degree – Business Administration – Specialized in Marketing and Related Support Services

CERTIFICATIONS:

Professional Diploma Digital Marketing | Digital Marketing Institute | Dublin, Ireland | 2017

Statistics and R | Harvard University | 2016

Introduction to Linear Models and Matrix Algebra | Harvard University | 2016

Data Science Specialization | Johns Hopkins | 2017

Professional Diploma Art & Graphic Design | Philadelphia University | 2004