

# Hashim Omar Azzouz

+966 566455557 | ho\_azzouz@hotmail.com

Chief Marketing Officer | Growth & Brand Transformation Leader

## Summary

Saudi marketing leader with 20+ years of experience driving business growth, brand transformation, and digital innovation across multi-billion-riyal companies. Recognized for building high-performing marketing functions, leading digital transformations, and delivering measurable growth across diverse industries including sports, real estate, finance, insurance, entertainment, and aviation.

## Experience

### Leejam Sports Company – Riyadh, Saudi Arabia

**Marketing Director | Feb 2025 – Present**

- Drove 93% renewal rate and 21% new member increase in June–July.
- Achieved 60% increase in app downloads through digital transformation.
- Built strategic communication powerhouse to support brand positioning and growth, surpassing 600K active members.

### Ajdan (Real Estate Co.) – Al Khobar, Saudi Arabia

**Marketing Director | Aug 2024 – Feb 2025**

- Rebuilt marketing function, leading to 30% increase in residential/mixed-use project leads.
- Developed branding strategy to strengthen company market presence.

### Sela (PIF Company) – Jeddah, Saudi Arabia

**Head of Marketing | Mar 2023 – Mar 2024**

- Established new branding structure, increasing brand awareness by 25%.
- Boosted ticket sales by 15% for major events.
- Led communication, media, and content strategy for Riyadh Season 2023 and Jeddah Yacht Club & Marina.

### Bidaya Home Finance (PIF) – Riyadh, Saudi Arabia

**Director of Marketing | Feb 2022 – Mar 2023**

- Established marketing department and identity, increasing qualified leads by 40% in three months.

- Achieved 20% YoY growth in customer acquisitions and 50% increase in website traffic.

### **Al Rajhi Takaful – Riyadh, Saudi Arabia**

**AVP Head of Marketing | Jun 2019 – Mar 2021**

- Set up modern marketing department, growing market share by 15%.
- Revived motor & life insurance lines, increasing new policy sales by 25%.
- Boosted online engagement by 30% and cut acquisition costs by 20%.

### **Bank AlJazira – Jeddah, Saudi Arabia**

**Marketing Senior Manager | Jan 2013 – May 2019**

- Directed marketing for consumer finance sector, launching credit cards and mortgage products.
- Led bank-wide rebranding, uplifting brand identity across branch network.
- Introduced Saudi Arabia's first co-branded football club credit card.

### **Emaar – KAEC, Jeddah, Saudi Arabia**

**Marketing Operations Manager | Jun 2012 – Jan 2013**

- Developed branding foundation for King Abdullah Economic Port and Industrial Valley.
- Produced corporate profile and marketing materials for VIP clients.

### **Saudi National Bank – Jeddah, Saudi Arabia**

**Sustainability Program Manager | Jun 2007 – Jun 2012**

- Built sustainability management framework for NCB Group.
- Oversaw data collection for 2009 Sustainability & Business Excellence Report.
- Earned King Khalid Award for Responsive Competition (twice).

### **Saudi Arabian Airlines – Jeddah, Saudi Arabia**

**Procurement Specialist | Apr 2002 – May 2007**

- Modernized procurement systems, shifting to integrated digital platforms.
- Collaborated with Boeing, Airbus, and Embraer on new procurement solutions.

### **Education**

Bachelor of Business Administration (BBA), 2007 – University of South Africa, Pretoria, South Africa

Materials Management, 2000 – Yanbu Industrial College, Yanbu, Saudi Arabia

## Training & Seminars

Completed multiple courses in Brand Management, Digital Marketing, Social Media, and Leadership Development.

## Selected Achievements

- Grew Leejam Sports members to 600K+, achieving 93% renewal rate & 21% new member growth in two months.
- Boosted Ajdan Real Estate lead generation by 30% in Q4 2024.
- Increased ticket sales by 15% and brand awareness by 25% during Riyadh Season with Sela.
- Established Bidaya Home Finance's marketing, driving 40% increase in qualified leads in 3 months.

## Areas of Expertise

Brand Transformation & Development

Strategic Marketing Leadership

Digital Marketing & Transformation

Integrated Campaigns

Customer Loyalty & Retention

Product & Service Launches

Stakeholder & C-Suite Management

Market Research & Segmentation