

# Louay Ajam

Riyadh, Saudi Arabia | +966547799333  
[louay.ajam@gmail.com](mailto:louay.ajam@gmail.com) [LinkedIn/Louay Ajam](https://www.linkedin.com/in/LouayAjam)

## Marketing Director

Highly experienced, seasoned, hands-on marketing professional with broad experience in managing and guiding teams to develop, execute and deliver projects & campaigns with maximum efficiency on (or before) deadlines across various business platforms. Keen business analytical skills to evaluate processes and drive change management to increase productivity and control costs. Profound expertise in franchise business models, from the franchisor & franchisee perspectives. Dedicated to quality, open communication, and accountability.

- Strategic Business Planning
- Market Analysis
- Brand Equity Building
- Marketing Strategy Building & Implementation
- Financial Budget Management
- Negotiating Skills
- SAP
- Marketing Operations
- Franchise Acquiring & Operating from both ends (Franchisor & Franchisee)
- Client Relationship Management
- Third-Party Relationship Management
- Training & Evaluation
- Cross Functional Teamwork
- Team Building, Mentoring, and Incentivising

---

## PROFESSIONAL EXPERIENCE

---

**HERFY Food Services Co.** Riyadh, KSA

April 1998 till Present

**Marketing Director** July 2021 – Oct 2024

- Launched marketing for the Retail Sector (bakeries & meat factory):
  - Changed the whole packaging design of the bakery products & meat factory products
  - Carried on advertising campaigns in malls & modern trade (HDS, gondolas, dividers – static and digital, gates, ...etc.)
  - Did photoshoot of the whole range of products (product shots, beauty shots, and life-style shots)
  - Made sure that the allocated marketing budget is very efficiently utilized
- Putting the marketing strategy, annual action plans & building blocks for the retail sector and participating in the corporate & restaurants division marketing strategy & action plan
- In charge of the marketing for the company's high-end pastry chain (budgeting, creative agency, advertising campaigns, new store opening activities, social media, packaging, ...etc.)
- Marketing Budget:
  - Setting the annual marketing budget for the retail sector and discussing it with the concerned stakeholders
  - Taking part in setting the corporate marketing budget
  - Supervising the expenditure of the overall marketing budget throughout the various marketing channels for all the company's sectors (corporate, restaurants division, retail sector, and pastry chain)
  - Reported and further discussed the marketing expenditure quarterly with the concerned stakeholders
- Beverage supplier:
  - Was the main party (along with the CEO & CFO) in evaluating the existing contract and negotiating the upcoming contract
  - Overall implementation of the contract in terms of marketing (on ground & digital marketing campaigns), operations, and financial deliverables
  - Supervised all the purchasing processes on SAP (Ariba) for all the beverage formats as well as cups & lids
  - Working closely with the beverage supplier on mutual business renovations (e.g. new products testing in pilot stores & introduction in all stores, new technologies, ...etc.) and overall business development
- Kids Toys: Dealing with the various toys IP owners & licensors in terms of getting the needed approvals on the kid toys programs / campaigns different channels (print material, videos, TVC, digital marketing, in-store activations & advertising material, ...etc.)

*Continued*

# Louay Ajam

---

- Pivotal role with regard to Advertising-related agencies & suppliers in terms of pitches & annual deals: TV stations, creative agencies, digital & social media agencies, MBU's, printing press, ...etc.
- Supervising Signage Team: New store openings, signage maintenance of existing stores, billboards, ...etc.
- Supervising the Graphics Design In-house team
- Leading on Franchise activities (getting & evaluating proposals, leading prospective franchisees throughout the whole process from the LOI to closing the contract, providing ongoing marketing support, ...etc.)

## **Marketing In-Charge (Dept. Head)** June 2016 till June 2021

- Putting the marketing strategy, annual action plans & building blocks, and discussing the same with the CEO for his final approval
- Beverage supplier:
  - Took part in evaluating the existing contract and negotiating the upcoming contract
  - Overall implementation of the contract in terms of marketing, operations, and financial deliverables
  - Working closely with the beverage supplier on mutual business development
- Kids Toys: Dealing with the various toys licensors in terms of getting the needed approvals on the kid toys programs / campaigns different channels (print material, videos, TVC, digital marketing, in-store activations & advertising material, ...etc.)
- Handling overall Advertising-related agencies & suppliers in terms of pitches & annual deals: creative agencies, MBU's, TV stations, Radios, printing press, SMS providers, ...etc.
- Led completely the video shoot projects for major corporate communication campaigns such as Saudi National Day videos, Saudization video and many other corporate videos, as well as major tactical campaigns (Menu Al Tayibeen, Kids Programs campaigns, ...etc.)
- Marketing Budget:
  - Set the annual marketing budget, discussing it with the CFO, and getting the approval from the CFO & CEO
  - Managed the expenditure of the marketing budget throughout the various marketing channels
  - Reported and further discussed the marketing expenditure quarterly with the CEO
- In 2014, lead on opening 52 branches in one year in terms of marketing-related matters such as budgeting, signage, opening activities, beverage supply, ...etc.
- Launched a new brand for our meat factory products (logo, packaging, identity, ...etc.)
- Supervising Signage Team: New store openings, signage maintenance of existing stores, billboards, ...etc.
- Supervising the Graphics Design In-house team
- Leading on Franchise activities (getting & evaluating proposals, leading prospective franchisees throughout the whole process from the LOI to closing the contract, providing ongoing marketing support, ...etc.)

## **Marketing Asst. Director** April 2010 till May 2016

- Leading on beverage supplier's account: overall implementation of the contract in terms of marketing, business development, finance, supply, and operations)
- Kids toys purchasing: Handled the overall execution of the contract related to the supply of Kiddie Meal toys from China (approval of molds, shipping & delivery, billing, ...etc.)
- Handling overall Advertising-related agencies & suppliers: creative agency, MBU's, printing press, ...etc.)
- Managed the allocated budget for advertising in terms of expenditure & reporting
- In 2014, lead on opening 52 branches in one year
- Supervising Signage Team: New store openings, signage maintenance of existing stores, billboards, ...etc.
- Supervising Graphics Design In-house team
- Leading on Franchise Operations

# Louay Ajam

---

## **Marketing Manager** Oct 2001 till March 2010

- Handled The Relationship with the Advertising Agency:
  - Communicated all the briefs
  - Coordinated & took part in the approval process of artworks & campaigns
- Handled Marketing-related activities with the beverage supplier
- Handled kids toys programs in terms of advertising campaigns and execution
- Started Franchise Dept along with the marketing director
- **Totally took care of IPO project**

## **Marketing Asst. Manager** April 1998 till Sep 2001

- Marketing Operations:
  - Managed the relationship between the department and other departments as well as restaurant managers
  - Supervised the distribution of all POS material to branches
- Systemized Data Flow
- Data Analysis & Reporting to Head of Marketing

## **International Real-Estate Co., Tripoli, Lebanon**

Jan 1996 –March 1998

### **Marketing Manager**

- Established the Marketing Dept. & Built up the Marketing Team (as the company was newly established)
- Carried on various marketing campaigns (creative, ATL, and BTL) for the real-estate projects we handled as well as brand equity building campaigns
- Took part in establishing different business models & agreements with other companies & developers from the marketing perspective
- Established & managed business relationships with various third parties (creative agencies, printing press, developers, ...etc.)

## **American Language Center, Tripoli, Lebanon**

Sep 1993 – Dec 1995

### **Branch In-Charge**

- In charge of budget, instructors, and overall operations of the center
- Carried on marketing campaigns for the center (awareness campaigns about the center, advertising the start of new sessions, ...etc)
- Was in charge for business development in terms of acquiring new business / key accounts (banks, companies, ...etc.)

### **Special Projects:**

- **IPO Project:** HERFY Food Services Co. – Riyadh, KSA (2010):
  - Led on all the IPO project from the marketing side:
    - IPO Pre-Launching PR Campaign
    - IPO Launching Campaign
    - Post-launching PR Campaign
    - Road Show event
  - Dealing with the financial advisor & legal advisor for the prospectus (and mini prospectus)
- **Opening 52 stores / restaurants in one year:** HERFY Food Services Co. – Riyadh, KSA (2010): Lead on the marketing part of this project in terms of budgeting, signage, opening activations, PR campaign, beverage supply, and other marketing-related matters

---

## EDUCATION & CREDENTIALS

---

**Bachelor of Management Information Systems, BUC Beirut, Lebanon**  
**Certificate of Proficiency in English, University of Michigan (Ann Arbor)**  
**Arabic:** Fluent (mother tongue), **English:** Fluent (written & spoken)