



AHMAD TALEB

Head Of Marketing



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Riyadh, Saudi Arabia 122222



[Bold Profile](#)

PROFILES

- <https://www.linkedin.com/in/ahmad-taleb-314ab95b/>

EDUCATION

Bachelor of Arts, Digital Advertising
American University of Science And Technology,
 Beirut, Lebanon
 September 2024

Bachelor of Science, Marketing
American University of Science And Technology,
 Beirut, Lebanon
 December 2012

PERSONAL DETAILS

Date of Birth: 30/09/1988
Nationality: Lebanese
Marital Status: Married

PROFESSIONAL SUMMARY

Dynamic marketing leader with over 13 years of proven success in elevating brand equity, expanding market share, and driving significant business impact throughout the MENA region. Expertise in transforming complex business objectives into innovative, measurable marketing strategies that deliver results. Demonstrated ability to execute full-funnel campaigns, enhance brand positioning, and accelerate e-commerce growth while managing multimillion-dollar marketing budgets. Recognized for influencing consumer behavior across diverse sectors, including technology, fintech, consumer electronics, and retail, with a strong track record in team leadership and stakeholder management to create award-winning marketing ecosystems.

AREAS OF EXPERTISE

Social Media & Digital Marketing	Public Relation & Event Management
Paid Media & Lead Generation	Strategic Planning & Development
Effective Stakeholder Relationships	Consumer marketing strategy
B2B marketing strategy	E-commerce optimization
Budget management	Content strategy
E-commerce strategy	

WORK HISTORY

- April 2020 - Current
Lenovo - Head of Marketing, Riyadh
- Lead end-to-end consumer marketing strategy for Lenovo and Motorola across 8+ MENA countries. Own a \$7M+ annual budget and full responsibility for campaign planning, execution, and performance across ATL, BTL, digital, social, PR, CRM, e-commerce, and retail.
 - Drove 25% YoY growth in e-commerce sales through performance media, CRM flows, and digital shelf optimization across Amazon and Noon.
 - Planned and executed 20+ fully integrated launch campaigns delivering measurable uplift in traffic, engagement, and category share
 - Increased brand Share of Voice (SOV) in priority markets by optimizing paid media, influencer, PR, and always-on content surpassing key competitors in multiple product categories.
 - Built brand ambassador, influencers and KOL program that generated \$8M+ in earned media and redefined brand relevance among Gen Z and

youth segments.

- Led ATL and BTL activations (OOH, retail, experiential), tailored by country to drive visibility, footfall, and retail engagement
- Managed PR and media relations strategy, boosting brand favorability and securing coverage across top-tier traditional and digital media.
- Owned deployment of MDF funds with strategic partner (Google), delivering co-branded campaigns with high ROI and sales impact.
- Oversaw the regional marketing budget, ensuring efficient allocation of resources and alignment with corporate financial goals.
- Analyzed market trends and consumer behavior, providing actionable recommendations that informed product development and positioning.

July 2018 - April 2020

Ingram Micro - Country Marketing Manager, Riyadh

- Directed national B2B marketing and co-branded GTM initiatives for global tech vendors including Cisco, Dell, HPE, and Microsoft. Owned demand generation, channel marketing, and pipeline growth strategy for Saudi Arabia.
- Developed and executed ABM programs targeting enterprise and public sector clients resulting in 3x improvement in opportunity quality and deal velocity.
- Managed \$2M+ marketing budget and drove over \$10M in pipeline through integrated demand gen campaigns and partner co-marketing.
- Built CRM-driven nurture programs that aligned with sales stages boosting MQL to SQL conversion by 35%.
- Created scalable marketing toolkits for 50+ channel partners standardizing messaging and accelerating campaign execution.
- Orchestrated large-scale partner summits, roadshows, and GITEX activations to drive engagement and bottom-of-funnel influence.

August 2017 - July 2018

Geidea Solution - Marketing Manager, Riyadh

- Owned national B2B marketing strategy for a leading fintech company, supporting sales teams and product launches targeting banks, financial institutions, and SMBs.
- Launched targeted demand generation campaigns that led to 25% YoY growth in sales pipeline.
- Led Geidea's participation at Seamless Middle East and key fintech events generating high-quality B2B leads and media exposure.
- Planned and executed account-based marketing (ABM) programs to engage top-tier enterprise clients, driving deeper adoption of POS and payment gateway solutions.
- Managed a \$1.5M marketing budget across CRM, digital, content, and BTL channels, achieving 20% YoY sales growth and a 12% increase in lead conversion.
- Collaborate cross-functionally with sales and product teams to deliver integrated fintech campaigns tailored to industry verticals, strengthening partnerships with banks and merchants.
- Managed digital marketing initiatives, optimizing SEO and SEM efforts to increase website traffic and enhance online presence.

March 2014 - August 2017

Amadeus IT Group - Senior Marketing Specialist, Jeddah

- Led B2B marketing initiatives across the Gulf for Amadeus' travel tech solutions. Focused on demand generation, product marketing, and

strategic partner engagement.

- Executed 12+ product and platform launches with measurable revenue impact across target accounts.
- Organized regional roadshows and partner workshops to strengthen channel relationships and expand customer footprint.
- Planned and executed regional roadshows, roundtables, and partner workshops, driving awareness and adoption of new Amadeus platforms and solutions.
- Played a key role in Arabian Travel Market (ATM) preparation and on-ground execution, managing brand presence, booth experience, and partner engagement activities.
- Boosted digital visibility and lead generation by 40% in web traffic and 30% in qualified B2B leads through targeted content, PR, and industry collaborations.

March 2013 - March 2014

Virgin Megastore (Retail) - Marketing Coordinator, Jeddah

- Contributed to omnichannel retail campaigns driving traffic and sales across flagship stores.
- Achieved SAR 1.5M in incremental sales through cross-channel promotions (social, OOH, BTL).
- Increased footfall by 20% via creative activations and in-store experiences.
- Developed and implemented marketing campaigns that increased brand visibility and enhanced customer engagement across multiple channels.
- Managed social media accounts and content calendars, fostering a dynamic online presence that attracted new customers and retained existing ones.
- Led the organization of in-store events and promotions, enhancing customer experience and driving foot traffic to the retail location.

CERTIFICATIONS & TRAINING

Certified Digital Marketing Professional (2023)

Digital Marketing Management (2015)

Negotiation Skills (2015)

Social Media Management (2015)

RECOGNITION

Employee of the Year (2015)

MARKETING TOOL & PLATFORMS

- **Performance & Paid Media** : Meta Ads Manager, Google Ads, DV360, Amazon DSP, TikTok Ads
- **Analytics & Reporting** : Google Analytics (GA4), Adobe Analytics, Power BI, Tableau
- **CRM & Automation** : Salesforce Marketing Cloud, HubSpot, Mailchimp, Zoho CRM
- **E-commerce & Retail** : Amazon Brand Stores, Noon Seller Central
- **Social & Influencer** : Sprinklr, Hootsuite

- **Content & Creative** : Monday.com
- **Web & SEO** : WordPress, Google Search Console