

**Nader Dasuqi**

**Email:** [nader808@gmail.com](mailto:nader808@gmail.com)

**Mobile:** +966543156038

Riyadh, Saudi Arabia  
London, United Kingdom

+447442899194

**Marketing & Commercial Leader with 14+ years of experience driving growth in high-stakes, board-level environments.** I have led digital transformations, built ecosystems, and grown revenues by aligning marketing directly with corporate strategy. My focus is not on campaigns for their own sake, but on measurable outcomes—optimising P&L, accelerating customer acquisition, and strengthening market leadership. I bring the perspective of a growth partner to the CEO and board, ensuring marketing decisions translate into shareholder value and long-term competitiveness.

#### **Education & Training Courses:**

- University of West of England UWE, Bristol - MSC Business Management on Hold
- University of West of England UWE, Bristol - BA (Hons) Business Management
- United Nations UNTIAR, BSC Computer Science
- King's Collage London, London – Post Grade Diploma in Business Innovation
- London Business Schools, London – Post Grade Diploma in Digital Transformation and Strategy

#### **Core Competencies:**

- **Executive Presentations & Board Communication** – Skilled at presenting strategy, results, and growth initiatives to CEOs, boards, and investors.
- **Leadership & Team Inspiration** – Proven track record in building, leading, and motivating cross-functional teams to deliver transformation.
- **Go-to-Market Strategy & CAC Modelling** – Expertise in market entry, customer acquisition, and revenue optimisation.
- **CRM & Marketing Automation** – Leveraging customer data and behaviour insights to drive retention, LTV, and effective planning.
- **E-commerce & Digital Growth** – Scaling online sales and conversion through data-driven journeys and omni-channel strategies.
- **P&L Optimisation & ROI** – Ensuring marketing spend delivers measurable shareholder value and efficiency.
- **Customer Experience & NPS** - Enhancing satisfaction and loyalty through service excellence, leading to stronger retention and recurring sales.

## Experience

### Director of Marketing & Commercial at Ideal By MODON

Riyadh, Saudi Arabia  
May 2024 – Present

**Profile:** Semi Government company by Saudi Authority for Industrial Cities and Technology Zones Modon, drives industrial growth by developing and managing industrial cities and tech zones across Saudi Arabia. Key player in Vision 2030, providing essential infrastructure and support to boost investments and diversify the economy.

#### Responsibilities & Achievements:

- **Defined and executed the Go-to-Market (GTM) strategy**, including building a CAC-driven financial model to optimise customer acquisition efficiency and growth scalability.
- **Identified market gaps and client pain points**, translating insights into digital adoption strategies that accelerated platform uptake across the industrial sector.
- **Structured the sales pipeline and segmentation strategy**, enabling the Business Development and Sales teams to target priority sectors with precision and measurable ROI.
- **Led product design and development of knowledge kits** for both clients and internal teams, ensuring alignment on value proposition and ease of adoption.
- **Forged strategic alliances with senior stakeholders and government entities**, securing high-level alignment (including H.E.s) and hosting sector-specific workshops to drive ecosystem engagement.
- **Institutionalised cross-selling and upselling frameworks**, embedding service integration into client journeys and increasing multi-product adoption rates.
- **Designed and implemented customer retention and loyalty strategies**, improving lifetime value and supporting sustainable revenue growth.
- **Positioned Ideal as a key enabler of Vision 2030 localisation goals**, building marketing and partnership initiatives that channelled B2B demand into the national GDP contribution framework.

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### Head of Marketing at Al Abdul Karim Retail Fashion

Riyadh, Saudi Arabia  
May 2023 – May 2024

**Profile:** Al Abdul Karim, a distinguished retail fashion enterprise, boasts over seven decades of excellence in the fast fashion sector. offering a diverse array of proprietary labels and franchise partnerships, with a robust network comprising over 180 stores strategically positioned across the Kingdom of Saudi Arabia.

#### Responsibilities & Achievements:

- Repositioned the brand and **revamped eCommerce and purchase journeys**, aligning strategy with business objectives and **growing online sales to 62% of total monthly revenue**.
  - Deployed CRM and marketing automation to **capture rich client data and purchase behaviour insights**, enabling precise segmentation, effective planning, and more impactful campaigns.
  - Optimised digital marketing spend, **reducing CAC to SAR 9** and significantly improving budget efficiency.
  - Improved customer satisfaction through targeted service measures, driving **higher LTV, retention, and recurring sales**.
  - Forged partnerships with loyalty platforms and banks, expanding customer reach and seasonal demand.
  - Led a cross-functional team of 25+, embedding a performance-driven culture.
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**Commercial Director at Elmam**

Riyadh, Saudi Arabia  
June 2022 - April 2023

**Profile:** Elmam is a B2C, B2B In-House agency helping businesses to grow and unlock new market segment by generating leads online and achieve their business KPI's.

**Responsibilities & Achievements:**

- Helped GoooBig.sa to close the deal with +1,700 leads within 4 months campaign and total revenue of 11M SAR, throughout a digital campaign landing page and enhance the customer journey
  - Activated the sales campaign for the Medical clinic for MSK CARE and increase the new patients rate +40% in 6 months, as well as increase the basket size for the returned customers by selling Medical packages 43% which is 3.1M SAR, and increased the occupancy rate for the clinics by 29%.
  - Refined the Digital journey of SayaraTech and increase the App downloads up to 1.7K monthly and decrease the cost per acquisition from \$65 to \$11, and increase the avg. basket size to 500 SAR, as well as increased the daily orders from 12 per day to 240 order per day.
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**Senior Marketing Manager at Siwar Foods**

Riyadh, Saudi Arabia -  
December 2021 - June 2022

**Profile:** Saudi start-up company specialised FMCG curating ready to eat meals and convince sector.

**Responsibilities & Achievements:**

- Develop the brand communication strategy along with marketing plan YTY, and built the product lifecycle and products communication USPs
  - Built the business infrastructure for (plug & play) to integrate with 3rd parties and aggregators (deliver apps)
  - Building the CRM system to setup the Marketing Automation process in place
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**Senior Manager, Brand and communication Saudi & UAE at Leejam Sports Company (PLC)**

Riyadh, Saudi Arabia  
December 2019 - December 2021

**Profile:** Leejam is the owner of Fitness time is the number one Fitness Clubs Owner and Operator in the middle east and north Africa (+150 Clubs).

**Responsibilities & Achievements:**

- Directed annual marketing planning and budgeting, aligning spend with corporate strategy; led a team of 7 and managed 2 external agencies.
  - Drove digital transformation of customer experience, leveraging data and omni-channel technology to optimise engagement.
  - **Increased digital sales contribution from 1.7% to 43% (SAR 17M monthly)** through personalised communication plans based on customer data and preferences.
  - Enhanced customer satisfaction via channel optimisation, achieving a **70% positive shift in brand perception**.
  - Repositioned the brand from discount-driven to value-driven, reducing reliance on promotions and improving profit margins.
  - Led a comprehensive brand transformation programme, elevating reputation and strengthening customer trust across markets.
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**Communication Manager at FP7/McCann**

Riyadh, Saudi Arabia  
January 2015 - November 2019

**Profile:** McCann is a global advertising agency network based in USA, New York with an international network of offices +120 countries

**Responsibilities & Achievements:**

- Create communication plans for the clients and ensure that the plans are executed in coordination between the internal creative team and stakeholders
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- Handling the digital communication for the biggest bank in Saudi Arabia Al Rajhi Bank and unlock new market segment for younger generation which resulted +294M SAR in 9 months
  - Contributed in multi-millions revenue campaigns for the ARB which reflected successfully on the business
  - Handled the Government accounts communication campaign rollout and run multiple awareness campaigns to drive public opinion
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**Digital & Marketing  
Manager at Cayan Group**  
Riyadh, Saudi Arabia  
February 2011 - December  
2014

**Profile:** Cayan Group is a real-estate developer based in Saudi Arabia and lead commercial and residential projects in Saudi Arabia and UAE.

**Responsibilities & Achievements:**

- Lead a digital campaigns for off-map projects which resulted 50% sales of units in the first 10 days of launch
  - Managed the company's position and reputation to gain the investors' trust and invest in the company
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**Media Centre Specialist at  
University of Tabuk**  
Tabuk, Saudi Arabia  
January 2009 0 January  
2011

**Profile:** University of Tabuk is a governmental university established in 2006

**Responsibilities & Achievements:**

- Created a clear communication plan for student to manage the announcement are easy to access for students including exams, events
  - Recreated the University's website using best-in-class universities in Saudi to ensure that all communication are publicly available and accessible
  - Created the E-learning Unit which helped the students to watch the recorded lectures online and take online quizzes
  - Introduced the Listening Exams using the Voice over & recordings to train the students for the listening exam for English language module
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