

OMAR ABBAS

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B2B Marketing Leader | Brand Portfolio | Go-to-Market | Planning

SUMMARY

B2B marketing leader with 10+ years across the UK, MENA (Saudi Arabia, UAE), and Indonesia. Lead brand portfolio and go-to-market planning in multi-brand groups, owning budgets, agencies, and delivery across time zones (teams up to 15). Turn research into positioning, launches, and sales enablement that support distributors, repeat orders, and market expansion.

SKILLS

Brand strategy and positioning | Portfolio planning | GTM and market entry (MENA/Indonesia) | Distributor and partner enablement | Budget and agency management | Sales enablement

EXPERIENCE

AquaForce Group, London, UK
Group Marketing Manager | Apr 2024 – Present

- Lead strategy and planning across 7 in-house brands, with Duegi and Ahti as priority brands.
- Run 57 white-label branding and packaging programmes alongside the owned-brand roadmap.
- Put the group brand system in place: roles, messaging, guidelines, and rollout approach.
- Drive market entry work for Indonesia (Bali) and expansion planning across MENA.
- Own budget approvals across agencies, production, events, print, media, and packaging; manage up to 3 agencies across time zones.

TCTX, Dubai, UAE
Head of Online Marketing & Strategic Initiatives | Feb 2022 – Mar 2024

- Reframed the offer into a doctors-only mobility club with a premium subscription and EV-led sustainability story.
- Shifted acquisition from broad installs to clinic/hospital networks, referrals, and warm retargeting.
- Lifted paid subscription conversions by 20% in two months by sharpening the audience and subscription messaging.
- Delivered AED 1M+ in four months; led a 15-person team, managed AED 55K/month, and built the sales + ops toolkit (offer sheet, pitch deck, calculator, onboarding scripts).

Glory Capital Investment (GCI), Abu Dhabi/Dubai + Kazakhstan + Russia
Marketing & Communications Manager | Jan 2018 – Jan 2022

- Led marketing for investment and real-estate opportunities for brokers, developers, and investors.
- Built the lead engine: landing pages, clean tracking, call tracking, WhatsApp handover, and a reporting cadence.
- Cut blended cost per lead from \$15 to \$1.2 while more than doubling qualified leads.
- Improved lead quality through tighter personas and clear qualification rules, supporting stronger conversion.

Chema Group, Egypt / Saudi Arabia
Brand Manager | Mar 2015 – Dec 2017

- Led branding across subsidiaries and built consistent messaging and sales collateral for distributor channels.
- Managed a 16-person team plus agency partners to deliver brand assets across markets.

Better Group Real Estate, Egypt
Digital Marketing Manager | May 2013 – Feb 2015

- Supported marketing for group-level properties and developments and worked on major launches and campaigns.

SELECTED CONSULTING & ADVISORY (2025)

Ahti Interiors, Bali, Indonesia | 2024

- Led product marketing for a new catalogue and product range, including launch messaging and rollout plan.
- Directed brand storytelling and video production for luxury villa projects.
- Led a Shopify website launch through a web developer. Owned structure, product data readiness, content, QA, and go-live.
- Built email marketing, PR activity, and a sales deck to support hospitality partner conversations and deal progression.

Green Hydrogen Summit (BMW & Birba Energy), Oman/UAE | 2023

- Led digital content production direction and PR-aligned storytelling for sustainability positioning.
- Delivered event content reaching 100,000+ audience and improving engagement by 25%.

FREELANCE | Brand Strategy + Creative Direction | 2025

- Led strategy and creative direction for 15+ logo/identity projects; managed designers for execution.
- Led 8 website launches from structure and content plan to QA and launch; managed freelance delivery.

EDUCATION

- MBA, International Marketing, ESLSCA Business School | 2019 – 2022
- B.A., Accounting, Modern Academy of Maadi | 2007 – 2013

ADDITIONAL INFORMATION

- Languages: Arabic, English
- CRM: SAP, Odoo, HubSpot, Zoho