

OMAR ABBAS

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Group Marketing Manager | B2B & International Marketing Leader | Brand Portfolio · GTM · Partner/Channel

SUMMARY

B2B and international marketing leader with 10+ years leading brand portfolios, go-to-market strategy, and partner/channel marketing across the UK, MENA (Saudi Arabia, UAE), and APAC (Indonesia). Lead multi-brand groups end to end — owning portfolio strategy, budgets, agencies, and delivery across time zones, with teams up to 15. Build the group brand systems, GTM plans, and partner enablement that drive distributor engagement, market entry, and repeat-order growth. Hands-on with HubSpot and AI marketing tools; comfortable reporting to founders and senior commercial leaders.

CORE SKILLS

Brand portfolio management | B2B marketing strategy | International & GTM planning (MENA, GCC, APAC) | Partner & channel marketing | Distributor enablement & co-marketing | Sales enablement | Team leadership (up to 15) | Budget & agency management | Messaging & positioning | HubSpot, CRM & marketing automation | AI marketing tools

EXPERIENCE

AquaForce Group, London, UK

Group Marketing Manager | Apr 2024 – Present

- Lead B2B marketing strategy and portfolio planning across 7 owned brands (Duegi and Ahti as priority brands) plus 57 white-label branding and packaging programmes, spanning EMEA, GCC, and APAC.
- Built the group brand from scratch for a 70-year-old company with no prior group identity: defined portfolio roles, positioning, messaging architecture, guidelines, and rollout approach.
- Drive international GTM and market entry for Indonesia (Bali) and expansion planning across MENA (Saudi Arabia, UAE); build partner enablement and sales toolkits for distributor and project channels.
- Implemented HubSpot, Odoo, and SAP from zero; guided the design team on AI tool adoption to speed content and campaign delivery.
- Own full budget approvals and manage up to 3 agencies across time zones (digital, design, print, events, packaging) from brief to QA.

TCTX, Dubai, UAE

Head of Online Marketing & Strategic Initiatives | Feb 2022 – Mar 2024

- Led B2B2C go-to-market for a doctors-only mobility club — clinic/hospital networks as the partner channel, doctors as the end user — with premium subscription positioning and an EV-led sustainability story.
- Lifted paid subscription conversions by 20% in two months by sharpening audience strategy and subscription messaging.
- Delivered AED 1.9M in revenue in four months; led a 15-person team and managed an AED 55K/month budget.
- Built the cross-functional sales and ops toolkit — offer sheet, pitch deck, calculator, onboarding scripts — to align marketing, sales, and operations.

Glory Capital Investment (GCI), Abu Dhabi/Dubai

Marketing & Communications Manager | Jan 2018 – Jan 2022

- Led B2B marketing for investment and real-estate opportunities across brokers, developers, and investors in multi-market campaigns.
- Built the lead engine from scratch: landing pages, call tracking, WhatsApp handover, and a reporting cadence.
- Cut blended cost per lead from \$15 to \$1.20 while more than doubling qualified leads.
- Improved lead quality through tighter personas and qualification rules, supporting stronger conversion.

Chema Group, Egypt / Saudi Arabia

Brand Manager | Mar 2015 – Dec 2017

- Led brand strategy and messaging across subsidiaries; built consistent positioning and sales collateral for distributor and partner channels across markets.
- 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 group-level property launches and campaigns across web, events, and exhibitions with agency partners.

SELECTED CONSULTING AND PROJECTS (2025)

Ahti Interiors, Bali, Indonesia | 2024: Led product marketing and launch plan for a new catalogue range; directed brand storytelling and video production for luxury villa projects; led a Shopify website launch; built email, PR, and a sales deck for hospitality partner conversations.

Green Hydrogen Summit (BMW & Birba Energy), Oman/UAE | 2023: Led content production direction and PR-aligned storytelling for sustainability positioning; delivered event content reaching 100,000+ audience with 25% engagement uplift.

Freelance | Brand Strategy & Creative Direction: Led strategy and creative direction for 15+ brand identity projects; managed 8 website launches from structure and content planning through QA and delivery.

EDUCATION

MBA, International Marketing, ESLSCA Business School | 2019–2022

B.A., Accounting, Modern Academy of Maadi | 2007–2013

ADDITIONAL INFORMATION

Languages: Arabic (native), English (fluent) | **Tools:** HubSpot, Zoho, SAP, Odoo, WordPress, Shopify, Google Analytics | **AI:** ChatGPT, Claude, Midjourney, Canva AI