

MOUSTAFA FOUAD MOHAMED



MARKETING STRATEGY & BRAND · APP MARKETING · BUSINESS DEVELOPMENT · AI-DRIVEN GROWTH

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01 PROFILE

Commercial leader with **15+ years** in sales, business development and marketing across Saudi Arabia and Egypt. Twelve years in corporate commercial roles at **Pfizer, Nestlé Nutrition and Novartis** covering key accounts, government tenders and modern trade. Built a Riyadh consumer subscription brand from zero, owning marketing strategy, brand and go-to-market and leading the cross-functional team that runs it, and launched a manufacturing brand that grew sales **10x**. Hands-on with AI: builds the data, CRM and automation systems a marketing team runs on.

10x

sales growth, EGP 4M to 40M (manufacturing brand)

300%

year-over-year growth, 2025 vs 2024 (subscription app)

70K+

app registrations through owned channels

40+

people led across cross-functional teams

02 CORE SKILLS

LEADERSHIP	STRATEGY & BRAND	DIGITAL & APP	AI TRANSFORMATION	COMMERCIAL & BD
P&L Ownership	Marketing Strategy	App Marketing & UA	Workflow Automation	Business Development
Team Leadership	Brand & Positioning	Performance Ads	Team Productivity	Key Accounts
Cross-functional Teams	Go-to-Market	Mobile Attribution	Cost Optimization	Government Tendering
Crisis Management	Pricing & Offers	CRM & Lifecycle	AI-built Tools	Modern Trade & Retail
Partner Management	Consumer Insight	Loyalty & Retention	Data-driven Decisions	B2B Sales

03 EXPERIENCE

Co-Founder & Head of Marketing & Growth

Greenola · Healthy meal subscription app · Riyadh

May 2024 – Present

LEADERSHIP

- Built and led a 40+ person cross-functional team across marketing, customer service, kitchen and delivery, through department leads and outsourced partners.
- Own the full P&L with unit-economics discipline: pricing architecture, food costing, margin management and payback on every commercial decision.

STRATEGY, BRAND & GO-TO-MARKET

- Built the brand from zero: positioning, value proposition, identity, tagline and tone of voice.
- Led the go-to-market for the app launch in Riyadh (personas, pricing architecture, channel mix, launch campaigns) and drove 300% year-over-year growth in 2025.
- Own the marketing strategy and monthly plan: positioning, channel budgets and KPIs.

APP MARKETING & ACQUISITION

- Ran paid user acquisition on Meta and TikTok: creative testing, audiences and budgets, with acquisition paying back within the first subscription cycle.
- Set up mobile attribution in Adjust to steer spend toward channels that bring paying users, not just installs.
- Grew the iOS and Android app, the only sales channel, to 70,000+ registrations; used UXCam to fix registration and checkout drop-off.

CRM, RETENTION & LIFECYCLE

- Designed CleverTap journeys across push, in-app, email and WhatsApp: onboarding, pre-renewal, win-back.
- Built the loyalty program (points, VIP renewal tiers) to drive renewals without discount dependence.
- Built segmentation and churn-risk scoring; built and led the outbound telesales and renewal team.

AI TRANSFORMATION

- With no in-house engineers, designed and shipped 7+ internal systems using AI tools: analytics dashboard, CRM and segmentation, customer service ticketing and the B2B sales portal.
- Automated 10+ recurring workflows across CRM, customer service ticketing and operations flow, including loyalty segmentation, churn-risk scoring and lifecycle targeting.
- Cut software subscriptions by more than USD 7,000 a year and moved about 70% of day-to-day work management onto AI.

BUSINESS DEVELOPMENT

- Designed the B2B go-to-market and launched a corporate sales channel with per-company deal pricing, a prospecting pipeline and decision-maker targeting.

Deputy CEO & Business Development Manager

Jul 2022 – Jan 2024

Innovative Technology Solutions (ITS) · Egypt

- Secured USD 2M+ in contracts with telecom operators WE, Vodafone and Orange, anchoring revenue through a severe currency crisis.
- Led the company and its team through the economic downturn, keeping operations running and protecting jobs.

Marketing & Strategy Lead (shareholder role)

Aug 2021 – Jan 2024

Banana Plastic Manufacturing · Egypt

- Launched the brand from scratch and set the commercial strategy, positioning it as a premium player.
- Grew sales from EGP 4M to EGP 40M (10x).
- Led the go-to-market and retail entry, building 25+ key accounts including Carrefour and HyperOne.

Key Institution Specialist

Feb 2017 – May 2022

Pfizer · Saudi Arabia

- Business development across government and private hospital accounts through tendering.
- Led the Eastern Province COVID-19 vaccine rollout in coordination with the Ministry of Health.

Medical Delegate & Modern Trade Marketing

Sep 2012 – Jan 2017

Nestlé Nutrition · Saudi Arabia

- Led trade marketing and key-account development with major pharmacy chains Al-Nahdi and Al-Dawaa.
- Executed brand activations across hypermarkets: Panda, Lulu and Carrefour.

Medical Representative

Mar 2010 – Aug 2012

Novartis · Egypt

- Managed sales and territory development, consistently exceeding targets.

04

TOOLS

PAID ACQUISITION

Meta Ads Manager · Meta Business Suite · TikTok Ads Manager

ATTRIBUTION & APP

Adjust · UXCam · App Store Connect · Google Play Console

CRM & LIFECYCLE

CleverTap · WebEngage · Firebase · Mailchimp · Resend

DATA & REPORTING

Supabase / SQL · Supermetrics · custom dashboards

05

EDUCATION & LANGUAGES

Master of Business Administration · ESLSCA Business School · Expected 2027

Professional Diploma in Digital Marketing · CIM, The Chartered Institute of Marketing

Bachelor of Pharmacy · Cairo University · 2008

Arabic · Native

English · Professional

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