

FADI TAYSEER SANJAQIEH

Chief Marketing Officer | AI | Brand Strategy | Commercial Growth |
Corporate Communications | Digital Transformation
Jordan, KSA

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SUMMARY

Chief Marketing Officer with 19+ years of executive marketing leadership across AI, technology, digital transformation, and high-growth businesses throughout Saudi Arabia, Jordan, Qatar, the UAE, and Turkey.

Experienced in building brands, accelerating commercial growth, leading digital transformation, and developing high-performing marketing organizations. Proven ability to align marketing strategy with business objectives, drive measurable revenue growth, and position companies for long-term market leadership.

Recognized for combining strategic vision with hands-on execution across brand strategy, growth marketing, corporate communications, product marketing, customer experience, and executive leadership.

Born and raised in Jeddah, Saudi Arabia, with more than two decades of living and professional experience in the Kingdom, providing deep market understanding and cultural insight.

Key Projects in *Strategy, Marketing Communications, Corporate Communications & Total Customer Experience* (Last 3 Years)



EXECUTIVE EXPERTISE

- Executive Marketing Leadership
- Brand Strategy & Positioning
- Commercial Growth Strategy
- AI & Technology Marketing
- Corporate Communications
- Public Relations & Media Relations
- Product Marketing
- Demand Generation
- Customer Experience (CX)
- Digital Transformation
- Go-To-Market Strategy
- Executive Team Leadership

EXPERIENCE

Chief Marketing Officer

Future Look ITC Group

📅 8/2023 - Present

📍 KSA

- Lead the marketing strategy across multiple AI companies and products within the group, **aligning brand, demand generation, product marketing, corporate communications, and customer experience** with business objectives.
- Drive **commercial growth across AI products and enterprise solutions** through integrated go-to-market strategies.
- Partner directly with **executive leadership** to support business expansion, strategic planning, and revenue growth initiatives.
- Build and lead **high-performing cross-functional marketing teams** while establishing scalable processes, KPIs, and performance frameworks.
- Oversee brand positioning, thought leadership, digital marketing, content strategy, events, and executive communications.
- Key Achievement: **Delivered x4 sales growth for Labeah**, a leading AI Foundation-as-a-Service platform, through strategic marketing, demand generation, and customer-centric initiatives.
- Supported commercial planning and revenue growth initiatives in alignment with executive business objectives.
- Represent the company in executive meetings, strategic partnerships, industry events, and media engagements to strengthen market positioning and thought leadership.

Marketing Director

Future Look ITC Group

📅 8/2022 - 07/2023

📍 KSA

- Built the company's first structured marketing function, establishing processes, KPIs, governance, and cross-functional collaboration.
- **Team Building and Leadership:** Successfully established and led a dedicated marketing team, fostering collaboration and aligning efforts to achieve business objectives.
- Managed and executed campaigns across digital and offline platforms, **resulting in x3 ROI on key initiatives.**
- Enhanced **market presence** through targeted B2B strategies, increasing audience engagement and conversions.
- Conducted market analyses, identifying growth opportunities and **optimizing campaign performance.**

Chief Executive Officer

o'minus Marketing Agency

📅 12/2010 - 07/2022

📍 Jordan, KSA, Qatar, UAE & Turkey

- Founded and led a regional **marketing consultancy** serving clients across **Saudi Arabia, Qatar, UAE, Jordan, and Turkey.**
- Managed business development, client acquisition, strategic partnerships, and overall business operations.
- Developed commercial growth strategies, brand positioning, and integrated marketing programs for organizations across multiple industries.
- Led more than **150 successful marketing engagements**, delivering measurable business growth and long-term client partnerships.
- Directed multidisciplinary teams across strategy, creative, digital marketing, branding, and client services.
- Achieved **270% sales growth** for a Chinese automotive brand within three months and **delivered x3 sales growth** for international brands including Hasbro and Bom Bom.

Marketing Manager

Kulud Chain Of Pharmacies

📅 02/2008 - 11/2010

📍 Qatar

- **Team Building and Leadership:** Successfully established and led a dedicated marketing team, fostering collaboration and aligning efforts to achieve business objectives.
- **Enhanced Digital Presence:** Developed and executed strategies to strengthen the brand's digital footprint, including managing social media platforms and launching targeted online campaigns.
- **Influencer Marketing Initiatives:** Collaborated with key influencers and healthcare professionals to promote the brand, driving customer engagement and building trust with the target audience.
- **Improved Conversion Rates and Sales:** Implemented data-driven marketing strategies to optimize conversion rates, directly increasing sales and enhancing customer retention.



Fadi
Sanjaqieh

Marketing Officer

Xotox Marketing Agency



01/2007 - 01/2008



Jordan

- **Campaign Support and Execution:** Assisted in planning and executing marketing campaigns across various channels, ensuring alignment with client objectives and brand guidelines.
 - **Content Creation and Management:** Collaborated with the creative team to develop compelling content, including promotional materials, social media posts, and digital assets, to enhance brand visibility.
 - **Market Research and Insights:** Conducted market analysis to identify trends, target audiences, and competitor activities, providing actionable insights to inform campaign strategies.
 - **Client Coordination and Reporting:** Maintained effective communication with clients, providing regular updates on campaign progress and preparing detailed performance reports to evaluate outcomes and recommend improvements.
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KEY PROJECTS & ACHIEVEMENTS

- **Campaign Leadership:** Directed **150+ campaigns** in KSA, Jordan, UAE, Qatar, and Turkey, driving measurable ROI and business outcomes.
 - **Labeah (2024):** Achieved **x4 sales growth** for a leading AI Foundation-as-a-Service platform by implementing targeted digital campaigns and customer-focused strategies.
 - **Chinese Automotive Brand (Jordan, 2022):** Drove **270% sales growth** in just 3 months with targeted campaigns.
 - **Hasbro & Bom Bom (2021):** Achieved **x3 sales growth** through strategic brand positioning and campaign optimization.
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SKILLS

- Executive Marketing Leadership
- Commercial Strategy
- Brand Strategy & Positioning
- Corporate Communications
- Public Relations
- AI & Technology Marketing
- Product Marketing
- Growth Marketing
- Demand Generation
- Go-To-Market Strategy
- Customer Experience (CX)
- Digital Transformation
- Data-Driven Decision Making
- Team Leadership

- KPI & Performance Management

LANGUAGES

Arabic

Native



English

Fluent



Turkish

Intermediate



Japanese

Beginner



EDUCATION

Bachelor's in Marketing

University of Jordan

📅 06/2003 – 01/2007

PCM - Marketing Management

American Marketing Association

📅 02/2010