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Summary

Marketing Leader and Board Advisor with 10+ years in B2B marketing, go-to-market and demand generation across product-based and subscription-based businesses. Built marketing functions and teams from scratch, shaped segment-specific positioning, and turned complex products into clear commercial propositions, influencing over £4M in revenue and 250% more new business opportunities.

Experience

Fifth Corner – Strategic Advisor to the CEO (September 2026 – Present)

Acting as an independent brand and marketing advisor to the Founder/CEO of Fifth Corner, a sports tech business supporting athletes through career transition, launching in Q1 2027. Advising on end-to-end go-to-market, from positioning and audience segmentation to demand generation. Achieved cost savings of over £120,000 by producing brand strategy in-house.

Brandpie – Head of Marketing and Strategic Brand Advisor (January 2021 – Present)

Leading the firm's global marketing across product and integrated marketing, sales enablement, events, content and brand strategy, building its presence across international markets while advising clients on positioning and go-to-market.

Key achievements:

- **Drove commercial growth:** Built and ran the firm's global go-to-market and marketing strategy, influencing more than £4 million in revenue.
- **Built and led the team:** Built the global marketing function from scratch, scaling the team from 1 to 4, setting priorities and objectives, and unifying fragmented streams under one strategy that increased internal marketing engagement by 77%.
- **Agency and budget management:** Directing internal creative teams and managing external PR agencies, creative agencies and media partners, maintaining governance over 6-figure marketing spend.
- **Positioning and GTM consulting:** Defined positioning, value propositions and GTM strategies for enterprise-level B2B businesses ($500M to $5B revenue).
- **Integrated demand campaigns:** Oversaw integrated brand and demand campaigns across digital, email, social, PR and content. Drove engagement by 210%.
- **Sales enablement and ABM:** Built ABM programmes, sales toolkits, pitch materials and buyer-specific messaging for target accounts, equipping the sales team to convert and increasing new business opportunities by 250%.
- **Events and PR:** Ran partnership events, PR campaigns and hospitality activations across London, Berlin, Florence, Istanbul, New York, Houston and Oslo, including with the Royal Albert Hall, increasing MQLs and SQLs by 88%.
- **Attribution and reporting:** Built executive dashboards in HubSpot unifying multi-channel brand health and attribution data, giving leadership instant visibility of pipeline impact and increasing internal CRM adoption by 77%.

HUMEN – Chief Marketing Officer (2020)

Led marketing for one of the UK's leading mental health charities during a period of rapid growth and national demand.

- **CEO advisory:** Chief architect of the 2020 marketing and brand strategy, owning and defining strategy for on-the-ground teams to execute.
- **Community and organic social:** Scaled an active organic social and ambassador ecosystem, creating viral engagement and community adoption without heavy reliance on paid acquisition.

Interbrand Group (Interbrand, C Space, HMKM) – Global Marketing Manager (October 2017 – January 2021)

Led global marketing programmes across three international consultancy brands, delivering global and local campaigns for a 1,000+ employee subscription-based business.

- **Sports rights holder launches:** Oversaw brand launch campaigns for sports properties including Juventus, FC Cincinnati, K-League and the Japanese Volleyball Association.

- **Customer and market insight:** Turned behavioural research and user data for global tech and consumer platforms (Google, Uber, IKEA) into customer and market insight, grounding their positioning in real customer needs.
- **Thought leadership:** Led the globally recognised Best Global Brands report and the Webby-award winning Brandchannel, increasing lead engagement by 136%.

Tremr.com – Head of Marketing (February 2015 – October 2017)
Led all marketing activity for a rapidly growing social media startup.

- **Startup growth and acquisition:** Led organic user acquisition and digital strategy, generating over 2M organic impressions and a 15% increase in sign-ups (on a £0 budget).
- **Team leadership:** Recruited and managed a team of 20 creative, content and community specialists under tight launch deadlines.

Skills

- **Product Marketing and Positioning:** Segmentation, Buying-Centre Mapping, Value Propositions, Messaging, Competitive Differentiation
- **Go-to-Market and Launches:** Integrated GTM, Product Launches, ABM, Demand Generation, Thought Leadership
- **Pipeline and Measurement:** Funnels and Attribution, Campaign Measurement, Commercial KPIs, HubSpot CRM
- **Sales Enablement:** Sales Toolkits, Pitch Materials, Events and Field Marketing, Partner Co-Marketing
- **Team Leadership:** Building Teams from Scratch, Priorities and Objectives, Agency and Budget Management
- **AI in Marketing:** AI-Enabled ABM, AI Workflows for Research and Content, SEO and AI Search

Education

Marketing Week Mini MBA – Brand and Marketing Strategy – Grade A
Royal Holloway, University of London – BSc (Honours) Psychology, 2:1

Languages and Awards

- English (native) and Arabic (intermediate)
- C Space Impact Award (2018): given to the teams and individuals who created the most impact for the organisation and its clients that year
- Major Players' Major Marketing Team of the Year (2018)