

# Ashraf Salloum

**Marketing & Communications Expert**

*United Arab Emirates*



Nationality: Lebanese

Marital status: Married (3 children)

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DOB: Aug 11<sup>th</sup> 1976

Visa status: Resident

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## Profile

A talented marketing and corporate communications professional, with hands-on experience in developing marketing plans and strategies, brand building tactics, customer acquisition campaigns, product launches and events. Well versed with the latest digital marketing trends and tools. Excel in building and leading a strong marketing department, capable of handling various business demands.

## Skills

Planning

Persuasion

Social Media

Strategy

Collaboration

Analytics

Brand building

SEO

Creativity

Stress Management

Paid Media

Analytical thinking

## Professional experience

**June 2017 – Present Director of Marketing & Corporate Communications - UAE  
Emirates Development Bank (EDB) &  
Mohammed Bin Rashid Innovation Fund (MBRIF)**

A Federal Government organization which encompasses of two entities:

- An SME and Home Finance Bank (**EDB**) which aids UAE Nationals to improve their standards of living, via offering access to finance with long term repayment plans.
- An Innovation Fund (**MBRIF**) which targets innovators from around the globe to relocate their innovative ideas to the UAE where they receive funding support.

I was appointed to rebuild the marketing department, and set a long-term strategy in line with the overall business plan. Main achievements outlined below:

- Successfully planned and executed a marketing strategy which increased loan disbursements (UAE Nationals home finance) from AED 18 to 45 million monthly.
- Launched the SME finance scheme achieving a growth of AED 420 million in the first six months, which reached AED 1 billion at the end of year one.
- Elevated the brand awareness and recognition for the bank to reach 95% among UAE nationals, versus 42% prior to my service period.
- Conducted C-suite media communications training for CEO/CFO/CRO
- Developed a Crisis Communications manual with well-defined SOPs.

**March 2015 – May 2017      Director Marketing & Communications - Kuwait**  
**Alghanim Industries - Cadillac & Chevrolet**

- Planned and executed all marketing and communications plans for the automotive group achieving YOY sales growth of 10%.
- Revolutionized the call center and transferred it to a revenue-generating unit.
- Revamped the CRM strategy which increased customer loyalty and satisfaction levels.

**Feb 2012 – Feb 2015      Head of Strategy & Marketing - UAE**  
**Galadari Brothers Group - Mazda & Khaleej Times**

- Recruited as a key member of the management team to modernize business conduct.
- Developed growth strategies, resulted in incremental sales and higher market shares.
- Conducted GAP analysis and identify weaknesses, recommend solutions.
- Utilized sales prospecting and contacts database, which improved productivity by 20%.

**Oct 2009 – Jan 2012      Head of Marketing - UAE**  
**Al Sayegh Brothers Group - LG Electronics, Network Fashion.**

- Re-branded Al Sayegh Group and created a new Corporate Communication strategy.
- Set/ executed communication plans (Print media, Social media & Digital)
- Played a pivotal role in developing new business across different sectors.
- Successfully implemented marketing operational processes and procedures.

**Sept 2007 – Sept 2009      General Manager - UAE**  
**BE International Advertising & Consulting**

- Handled the Corporate Communications of key automotive and financial companies.
- Offered clients turnkey solutions from rebranding and corporate identity, product, launches, corporate communication, advertising, social media and digital campaigns.
- Secured the biggest business for the group and efficiently managed it at highest profit.

**Aug 2004 – Aug 2007      Marketing & PR Manager - Kuwait**  
**Ali Alghanim Automotive Rolls Royce, BMW, Range Rover**

- Developed annual marketing & communications plans that increased sales by 10-15%
- Initiated a tactical TVC campaign fully produced in the GCC (award winner)
- Repositioned the BMW 3 series with an entry-level model, which attracted new customers and increased sales radically from 12 to 28 cars per month.

Additional work experiences: Sales Account Manager with Canon dealership in Abu Dhabi, And a Regional Marketing Manager role for Samsung Electronics in Dubai.

**Education, Trainings & Certifications**

- BSc. Business-Marketing. University of Atlanta - USA
- Leading through disruptive thinking & innovation. Trove School of Business - UK
- Optimizing decision making. Chicago Booth University, School of Business - Kuwait
- BMW brand academy training - UAE
- Middle East competitive intelligence by Marcus Evans, Bahrain

**Languages:** English & Arabic - fluently read, write and speak