

AHMED MOHAMMED ALKHATEEB

Strategy & Marketing Director | Strategy Consultant

Dammam, Saudi Arabia ▪ ahmed@ahmedalkhateeb.co ▪ +966 59 337 7821 ▪ [Linkedin.com/in/ahmed-alkhatee](https://www.linkedin.com/in/ahmed-alkhatee)

STRATEGY, TRANSFORMATION, CONSULTANCY & MARKETING LEADER

BUSINESS TRANSFORMATION | BRAND STRATEGY | MARKETING LEADERSHIP | EXECUTIVE ADVISORY

Offering 6+ years of success scaling organisations from underperformance to market leadership, growing revenue by 1,050% for a marketing group and steering strategy across a portfolio of 8 F&B brands in KSA.

Brand Strategy & Market Positioning: Distinguished for developing positioning frameworks from concept stage for consumer and government clients, resolving brand identity crises, and aligning brand direction with Vision 2030 goals.

Business Transformation & Operating Model Redesign: Renowned for diagnosing underperforming businesses and executing full restructuring programmes, consolidating 40+ fragmented services into 5 verticals and improving profit margins from 15% to 45%.

B2B Business Development & Channel Expansion: Credited with establishing wholesale channels that reached 100+ clients nationwide and launching B2B operations that increased production utilisation from 20% to ~ 31% across Saudi Arabia.

Executive Advisory: Recognised for advising founders and CEOs on enterprise-wide transformation decisions, developing financial business cases to secure executive buy-in, and aligning senior stakeholders across multiple countries on unified strategic direction.

Operational Recovery & Project Delivery: Track record of recovering stalled project portfolios and delivering 17 projects within 6 months, achieving 97% client satisfaction and an 11% increase in renewal rates for clients including SAIP and the Ministry of Health.

CORE COMPETENCIES

Strategic Planning & Business Transformation ▪ Growth Strategy & Revenue Scaling ▪ Brand Strategy & Market Positioning
Business Model Design & Restructuring ▪ Financial Analysis & Business Case Development ▪ Go-to-Market Strategy
B2B & B2C Marketing ▪ Digital Marketing & E-Commerce Performance ▪ KPI Design & Performance Management
Stakeholder & C-Level Advisory ▪ Change Management & Organisational Design ▪ Department Establishment & Team Building
Client Relationship & Account Management ▪ Market Intelligence & Competitive Analysis ▪ Campaign ROI & Budget Management

CAREER HIGHLIGHTS

- ♦ **Business Transformation, SIDE Group:** Delivered a full business transformation for a marketing agency, resulting in scaling monthly revenue from SAR 200K to SAR 2.3M (1,050% increase) within 6 months, consolidating 40+ services into 5 high-value verticals, reducing headcount from 17 to 4 high performers, and improving estimated profit margins from 15% to 40 to 45%.
- ♦ **Growth Strategy, OUDEN Coffee Roastery & Café:** Designed and executed a multi-stream growth strategy that generated over SAR 1M in e-commerce revenue within 2 marketing campaigns, scaled ROAS from 4x to 13x, launched a B2B wholesale channel reaching 70+ café clients, and expanded the business from 2 to 5 branches with multi-city expansion plans into Riyadh and Al-Jubail.
- ♦ **Operational Recovery, Vision Era:** Recovered 17 stalled projects within 6 months, achieved 97% client satisfaction and an 11% increase in client renewal rates by rebuilding the PM infrastructure from scratch for renowned clients, including SAIP.
- ♦ **Brand Portfolio Management, Artisan:** Managed brand strategy and marketing across 8 simultaneous F&B brands as the sole marketing authority, resulting in generating SAR 300,000 in campaign revenue within 25 days on a SAR 20,000 budget (15x ROAS) and building a B2B wholesale client base of 100+ nationwide.

KEY PROJECTS

- ♦ **Government Brand Strategy: Saudi Visa Platform | Ministry of Foreign Affairs (Ongoing)** Engaged as Brand Strategy Consultant to develop a unified government brand strategy per vision 2030 for the Saudi visa platform by executing competitive intelligence analysis of 152+ international visa platforms.
- ♦ **Pan-Arab Educational Excellence Model | UNESCO Affiliated Initiative (Completed)** Delivered an institutionally adopted strategy, enabling consistent, scalable rollout of the educational model across the Arab region by aligning senior stakeholders across multiple Arab countries.

...continued...

PROFESSIONAL EXPERIENCE

OUDEM Coffee Roastery & Café ▪ Eastern Province, Saudi Arabia

Strategy & Marketing Consultant | August 2025 to February 2026

- Resolved a strategic brand identity crisis by establishing a clear dual positioning model, redirecting the business towards highest growth potential as a specialty coffee market leader.
- Created and executed a multi-stream growth strategy spanning B2B wholesale, e-commerce, catering, retail, and brand development, scaling the business from 2 branches to 5 and enabling multi-city expansion plans into Riyadh and Al-Jubail.
- Launched and grew a B2B wholesale channel from zero to 70+ café clients across Saudi Arabia, increasing production utilisation from 20% to approximately 31% (3 to 7+ tonnes per month).
- Established and structured dedicated Marketing and Sales departments by defining policies, workflows, and operational standards to support long-term scalability.
- Designed a franchise model with investor funded, company operated terms, including capital return guarantee and a 20% profit share within 3 years and full asset retention by the parent company.
- Secured a sponsorship contract with Al-Qadisiyah Club, the largest club in Al-Khobar, and represented the brand at 3 specialty coffee exhibitions in Riyadh, Dubai, and Hail as an official sponsor, strengthening brand authority and wholesale acquisition.

SIDE Group ▪ Saudi Arabia

Strategic Advisor | June 2025 to December 2025

- Repositioned the company from a marketing agency into a structured marketing group comprising 5 studios (Strategy, Campaigns, Influencers, Events, Production) and consolidating over 40 fragmented services into 5 high-value verticals.
- Restructured the operating model from a fixed in-house team of 17 to a lean core of 4 employees supported by a contractor network with pre-agreed pricing frameworks, improving estimated profit margins from 15% to 40 to 45%.
- Rationalised retainer contracts and pivoted the revenue model to project-based engagements with a minimum project value of SAR 60,000 to SAR 80,000 while securing a single client contract valued at over SAR 750,000.
- Developed financial business cases for each strategic decision to secure CEO buy-in, ensuring alignment and execution confidence across the full transformation programme.
- Built a self-sustaining strategic operating model that continued to perform after the advisory engagement concluded.

Vision Era ▪ Dammam, Eastern Province, Saudi Arabia

Projects Manager | January 2024 to April 2025

- Recovered and delivered all 17 stalled projects within 6 months by establishing a centralised project and client management system from scratch, redesigning delivery workflows, and standardising project methodologies across projects.
- Strategised and delivered marketing and creative projects across government, private sector, and non-profit clients, including the Saudi Authority for Intellectual Property (SAIP), Ministry of Health, SABIC, Industrial Development Fund, King Fahd University of Petroleum and Minerals, Al-Jabr Holding, and Al-Manaa Hospitals.
- Improved delivery efficiency by 40 to 60% and achieved a 97% client satisfaction rate while increasing client renewal and contract rates by 11%.
- Resolved a stalled SAIP project by redesigning the campaign concept to reduce resource dependency, negotiating in-kind and discounted services through professional relationships, and securing client approval on the revised creative direction.
- Expanded the client acquisition pipeline by improving portfolio presentation and negotiation strategy, increasing capacity utilisation as the project backlog was cleared.

Artisan ▪ Qatif, Eastern Province, Saudi Arabia

Marketing & Brand Strategy Manager | January 2021 to January 2024

- Served as the sole marketing authority for a portfolio of 8 distinct F&B brands (4 existing and 4 newly launched) while managing brand strategy, go-to-market planning, campaign execution, content direction, and performance across all brands.
- Developed and launched brand strategies for 4 new F&B brands from zero, covering positioning, identity, go-to-market planning, and audience development.
- Built a B2B wholesale client base of 100+ clients across Saudi Arabia for a specialty coffee roastery within the portfolio, establishing a nationwide distribution network.
- Generated SAR 300K in campaign revenue within 25 days on a SAR 20K budget, delivering a 15x return on ad spend.
- Managed relationships with external agencies, vendors, designers, and content creators across all brand activities while

driving informed marketing decisions.

Tashakul ▪ Saudi Arabia

Head of Marketing Operations | January 2020 to January 2021

- 🔄 Played a key role in establishing a personal branding and executive communications agency by scaling to 19 clients within the first year of operation with a client satisfaction rate exceeding 87%.
- 🔄 Built and managed a 6-person remote delivery team, establishing workflows, quality standards, and delivery processes from scratch across strategy, content, design, and web development.
- 🔄 Grew business by delivering personal branding offerings spanning strategy, content, ghostwriting, profile design, and candidacy planning.

EDUCATION

Diploma in Instrumentation and Control Engineering ▪ Technical College of Dammam | 2023

Bachelor of Accounting ▪ Arab International Academy | 2026

Mini MBA ▪ International Group for Training Services | 2025

PROFESSIONAL DEVELOPMENT

Finance and Financial Markets Specialisation ▪ Coursera

SAP Business Analyst Professional Certificate ▪ Coursera

ADDITIONAL INFORMATION

Languages: Arabic (Native) | English (Professional)