**AHMED HAQ**

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**MARKETING AND BRAND MANAGEMENT PROFESSIONAL**

Experienced marketing manager with 15+ years of global experience delivering B2C & B2B brand revenue and market share growth across North America (Canada & USA), Middle East and South Asia, through end-to-end project management, strategic thinking, innovative storytelling, and impactful omni-channel campaigns. Specialized in managing teams and processes to deliver business results across CPG, telecom, retail and health & wellness industries in agile fast paced startup environments and larger matrix organizations.

**Key Skills**

Brand Strategy I Consumer insights I Market research & Segmentation I Project Management I Omni Channel Campaign Development I Print, Video, Audio & Digital Media I P&L Management I Category Planning I Go-to-Market Strategy I Pricing I Commercial Planning I Trade Marketing I Partnership Management I Digital Transformation I Digital Marketing I SEO & SEM I Influencer Marketing I Reporting & Analytics I Budget Management I Agency Management I Customer Experience I PR & Media Relations I Stakeholder Management I Team Mentoring & Coaching I Multi Cultural Marketing

**Key Highlights**

* ***Startup Brand Launch and Exit:*** Launched and grew a new product brand in the USA, achieving 125% growth within 8 months, leading to a $200 Million acquisition by ITG Group in June 2023.
* ***Industry Awards:*** Winner of 3 Effie Awards (Gold, Silver, Bronze) and 2 Gold Eventex Awards for exceptional brand management, integrated marketing communications and experiential marketing.
* ***Co Brand Partnerships*:** Led a major sports partnership with Manchester United FC for a telecom brand, driving brand visibility, increasing acquisition and engagement.
* ***Team Leadership:*** Experience managing cross-functional teams and projects, consistently delivering on-time results in challenging environments.

**Professional Experience**

**GLOBAL MARKETING MANAGER** **| NEVCORE Innovations** **| September 2023 - Present**

(New CPG startup focused on delivering harm reduction products in North American and MENA Markets.)

* ***Consumer insights:*** Conducted market and competitor analysis and lead research to understand consumer habits and competitive landscape in North America and MENA Markets.
* ***Brand Development:*** Leading the development of a new brand portfolio and innovation pipeline for global market launch in Q2 2024.
* ***Agency Management:*** Negotiated, hired, and now training agency partners (Web, social, creative, experiential) to develop end-to-end consumer engagement strategies across web, mobile and instore experience delivery.
* ***Business Development:*** Represented the organization at Total Product Expo (TPE) Vegas and Champs Vegas tradeshows and lined up distributor network for brand launch
* ***Trade Marketing:*** Developed merchandising units and point of sale material, to be deployed at multiple store formats and locations.
* ***Digital Marketing & Ecommerce:*** Led the development of a global B2B and B2C store front including loyalty program to increase customer purchase convenience and conversions across global markets.

**MARKETING MANAGER – NORTH AMERICA** **| TJP LABS INC.** **| June 2021 – September 2023**

(North America’s leading CPG manufacturer of modern oral pouches.)

* ***Brand Management:*** Delivered 125% growth within 8 months and a $200 million dollar exit by leading the value proposition development, brand positioning and launch execution of a global brand “LIX,” including brand architecture, guidelines, IMC development, campaign materials and in-store execution.
* ***Brand Development:*** Led brand development, marketing strategy and go-to-market planning of a new caffeine-based better-for-you energy brand, devising brand strategy, brand guidelines, campaign calendar, and digital assets for upcoming launch in 2024.
* ***B2C Marketing:*** Achieved 2nd largest market share in 12 months and increased revenue by 20%, through a complete brand refresh including a new ecommerce store, email marketing and in-store channel activations.
* ***B2B Marketing:*** Delivered 15% growth in B2B demand by refreshed the corporate company brand and sales materials, relaunching the website and positioning TJP Labs as a global thought leader within global harm reduction manufacturing,
* ***Relationship Management:*** Managed the creative production of contract manufactured brands including ZEO (Zest Brands), Mojo (E Alternative Solutions), Ignite, NIC-S, MYLE
* ***Agency Management:*** Managed multiple agencies and partners (internal and external), and third-party print and trade marketing merchandising vendors across Canada, USA, and China, ensuring on-time delivery of marketing campaigns across ambassadors, in-store, POS, creative, digital, and retail executions.
* ***Budget Management:*** Led budget management for the brand portfolio including preparation and management of budgets, fostering efficient resource allocation, and driving cost-effective campaigns.
* ***Team Leadership:*** Led cross-functional teams including finance, supply chain, growth, performance, research and sales for quarterly marketing planning, board deck development and investor presentations.
* ***PR & Media Relations:*** Key contact and lead for all PR efforts including writing and releasing press releases, interviews, trade show appearances, facility tours, conferences, and keynote sessions.

*(Skills used: B2B & B2C Marketing, New Brand Development, Digital Marketing, Trade Marketing, PR)*

**BUSINESS DEVELOPMENT MANAGER** | **CLUTCH INC. | March 2021 – June 2021**

(Canada’s leading online car retailer.)

* ***Business Development:*** As part of the BDC launch team, leveraged my in-depth knowledge of the customer journey to enhance customer service, online chat, social media channels and phone-based interactions.
* ***Customer Experience:*** Monitored and addressed daily inquiries, while optimizing response times through the creation of FAQs and canned responses for customer and marketing support.

*(Skills used: HubSpot marketing cloud, email marketing, inbound marketing, customer service)*

**SENIOR BRAND MANAGER** | **ETISALAT (UFONE) | Oct 2018 – Dec 2019**

(Global top twenty telecom operator with operations in sixteen countries worldwide.)

* ***Brand Management:*** Increased brand awareness by 11% and grew customer base by 2.9 million in 6 months, employing campaigns for awareness and preference building, acquisition, and cross-selling.
* ***Integrated Marketing Planning:*** Developed annual integrated brand marketing plan across the brand portfolio (pay as you go, enterprise and financial services), managing budgets and executing within timelines in partnership with external partners (creative, media, digital, merchandising) and internal stakeholders including digital, public relations, government regulations, finance, and sales.
* ***Partnerships:*** Lead co-branding and partnership marketing initiatives with leading sports teams and handset manufacturers.
* ***Budget Management:*** Optimized marketing spending, saving $255,000 across media channels while tracking market trends and program effectiveness.

*(Skills used: Marketing Communications, Advertising, Digital Marketing, Activations, MS Excel, MS PowerPoint, MS office applications)*

**MARKETING CONSULTANT | SPAR/HOLLAND & BARRETT (QNIE) | August 2015 – October 2018**

(Leading global multi-format supermarket and health& wellness chains)

* ***Brand Strategy:*** Successfully launched the SPAR brand in Qatar across traditional, social media, and digital media, orchestrating marketing launches and a separate campaign for three distinct store formats within six months.
* ***Integrated Marketing:*** Managed all creative development, concept evaluations, agency management, project scoping, budget management and approvals from the leadership team.
* ***Brand Launch:*** Introduced the Holland & Barrett and PastaMania brand in Qatar with a localized campaign using a targeted and segmented digital strategy.
* ***Data analysis:*** Developed a market sizing and SAP naming system, driving focused growth, and reducing product returns by 20%.

*(Skills used: Trello, Marketing Communications, Advertising, Digital Marketing, In-store marketing)*

**PRODUCT MARKETING MANAGER | VODAFONE | May 2014 – May 2015**

(Global top ten telecom operator with operations in 65+ countries worldwide.)

* ***Product Strategy:*** Led a 20-person cross-functional team encompassing insights, product, pricing, brand, design, growth, performance and more to rejuvenate and relaunch the complete youth proposition.
* ***Product Management:*** Collaborated with tech and product teams by optimizing user journeys to implement upgrades on the intelligent network and web platform.
* ***Partnership Marketing:*** Led third-party entertainment partnership negotiations (Cinema, Food Delivery, Gaming) and launched a loyalty app that enhanced customer engagement, average basket size and improved stickiness.
* ***Trade Marketing:*** Increased new customer acquisition by 15% through a new channel sales incentive structure in coordination with sales leadership, operations, and finance.

*(Skills used: Product development, Brand Strategy, Partnerships, Growth, Sales Enablement)*

**SENIOR BRAND MANAGER | CHINA MOBILE | May 2012 – May 2014**

(Global top five telecom operator.)

* ***Product Management:*** Launched a new youth segment brand, generating $8.5 million within six months through deep consumer insights, analytics, and data-driven strategies.
* ***Sales Management:*** Executed a successful brand sales promo, generating $1 million in revenue within a month.
* ***Partnerships:*** Relaunched theManchester United Partnership by renegotiating and optimizing, cutting OPEX by 30% by shifting to an ROI-focused initiatives calendar.
* ***Consumer insights:*** Demonstrated expertise in consumer insights through proprietary research, syndicated data analysis, and competitive intelligence through Nielsen studies and trackers.

*(Skills used: Growth, Product development, Marketing Communications)*

**Education & Training**

* **Maximizing Customer Value**

University of Toronto, Canada

* **Google Digital Marketing & Ecommerce Certification**

Google Career Certification

* **(EMMS), Global Executive master’s in marketing & Sales**

SDA Bocconi, Italy & ESADE Business School, Spain

* **(MBA), master’s in business administration in Marketing**

IBA, Karachi