

PIERRE ABOU NAOUM

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PROFESSIONAL SUMMARY

Experienced executive with a strong background in operations, marketing, and project management. Skilled in strategic planning, budgeting, business development, and team leadership. Proficient in industry-standard tools such as ERP systems (e.g., SAP, Oracle), CRM platforms (e.g., Salesforce, HubSpot), and data analysis tools (e.g., PowerBI, Google Analytics). Well-versed in local market dynamics with a focus on driving growth through innovation and effective leadership.

WORK HISTORY

United Luxury Corporation – Trafalgar Group KSA

Country Manager

January 2024 – present

- Develop and execute strategic plans to drive growth and market positioning
- Conduct market analysis to identify expansion opportunities and optimize location strategies
- Lead operations across supply chain, logistics, and production to enhance efficiency
- Oversee budgeting, forecasting, and performance monitoring to ensure profitability
- Build and lead multicultural teams, promoting collaboration and continuous improvement
- Ensure regulatory compliance and adherence to company policies
- Cultivate strong client and stakeholder relationships to drive engagement and retention
- Direct sales and marketing initiatives to boost brand visibility and market share
- Negotiate vendor contracts to secure cost-effective partnerships
- Analyze sales data to refine strategies and improve performance

Global Gourmet Hospitality Services Co. (GHS) – ICM Group KSA

Executive Director

November 2021 – November 2023

- Directed company resources to support strategic goals through recruitment, training, and retention
- Developed and monitored business plans to drive cost-efficient performance
- Advised the board on regulatory changes and industry trends for informed decision-making
- Maintained key relationships with customers, government entities, and external stakeholders

SKILLS

- Strategic Planning & Budgeting
- Operations Management
- Marketing Strategy & Event Activation
- Brand Positioning & Market Research
- Business Development
- Project Management
- Data Analysis
- Business Planning
- ERP Systems (e.g., SAP, Oracle)
- CRM Platforms (e.g., Salesforce, HubSpot)
- Data Tools (e.g., PowerBI, Google Analytics)
- Performance Optimization
- Risk Assessment
- Leadership & Team Management
- Effective Communication
- Problem Solving
- Results-Driven Mindset
- Adaptability
- Decision-Making
- Market Insight & Penetration Strategy
- Strategic Thinking

EDUCATION

2001

NOTRE DAME UNIVERSITY

Zouk Mosbeh, Lebanon

BBA: Bachelor of International Business Management

1997

SECONDARY EVANGELICAL SCHOOL

Zahle, Lebanon

Baccalaureate II

- Generated leads, ensured legal compliance, and managed rollout of company-wide programs
- Oversaw annual budgets to maximize revenue and control costs
- Created and executed integrated marketing and PR strategies to boost product awareness and brand equity
- Maintained high standards in food and beverage quality, service delivery, and customer satisfaction
- Led, coached, and developed employees to build a high-performance culture
- Negotiated contracts to secure favorable terms and strengthen strategic partnerships
- Oversaw preparation and approval of annual reports and financial accounts
- Developed and implemented policies to ensure regulatory compliance and mitigate risk

MHAB Food Company – Shrimp Shack Chain KSA

Business Development & Marketing Director

November 2019 – November 2021

- Led brand expansion from 4 to 11 locations across the Kingdom
- Built and scaled the marketing department to align with strategic goals
- Developed and implemented annual marketing plans and comprehensive strategies
- Managed project launches for 7 new branches across key regions
- Conducted market and competitive research to guide positioning and differentiation
- Managed full-scale rebranding, including packaging, brand voice, and customer experience
- Collaborated with sales leadership on pricing strategies to drive profitability and retention
- Oversaw marketing budgets, ROI analysis, and growth-related forecasting
- Led cross-functional teams for campaigns and product launches
- Enhanced brand awareness and market position through targeted, omni-channel outreach
- Aligned sales and marketing strategies to boost lead generation and conversion
- Directed content strategy and social media to increase brand loyalty and audience growth

Key Achievements:

- Sustained strong sales and brand resilience through proactive crisis management
- Accelerated national expansion, increasing market share
- Delivered an award-winning brand identity recognized for modern relevance and innovation

Landmark Hospitality Group, Foodmark Hospitality, Fitness First KSA

Head of Marketing & Business Development

February 2016 – October 2019

- Oversaw marketing and business development across Foodmark, Fitness First, and Leisure divisions at the corporate level
- Provided strategic leadership to support business growth and brand positioning
- Set annual marketing strategies tailored to each brand and aligned with corporate goals
- Developed and executed marketing plans to support long-term company vision
- Collaborated with media agencies to deliver integrated digital and offline campaigns
- Led national launches aligned with expansion goals, ensuring successful activations
- Defined and managed budgets with a focus on ROI and performance tracking
- Maintained optimal staffing levels to support continuity and operational excellence
- Ensured adherence to brand guidelines across all marketing and communications
- Conducted competitive analysis to refine positioning and maintain market edge
- Partnered with department heads on cross-functional initiatives for enterprise synergy
- Represented the company at key industry events to elevate market presence

Key Achievements:

- Delivered the Best Country Launch in Nando's global history, exceeding brand benchmarks
- Achieved Nando's Highest Daily Sales (111K SR) *through strategic marketing and execution*

SAFID Company Limited KSA

Business Development & Marketing Manager

January 2011 – February 2016

- Maintained and evolved corporate image and brand positioning among target clients and stakeholders
- Led development of strategic marketing plans addressing short-term goals and long-term growth
- Designed and implemented business solutions to improve operational efficiency and market agility
- Updated marketing materials and brand assets to reflect a modern, competitive identity
- Created tailored tools and resources aligned with niche market needs and brand strategy
- Enhanced client relationships through PR initiatives and marketing-driven engagement
- Developed and executed regional expansion plans across GCC markets: Qatar, Kuwait, UAE, and KSA
- Planned and led B2B events to drive partnerships, customer acquisition, and market entry
- Supported sales functions through market research, product innovation, and targeted marketing
- Oversaw website development and digital marketing to increase visibility and conversions
- Identified and launched new business opportunities in line with strategic growth targets

Key Achievements:

- Led successful GCC expansion, establishing three factories across multiple countries
- Delivered a consistent brand identity that reinforced market position and enabled cross-border scalability

BEAMCO Nigeria Limited Nigeria

Business Development Manager

January 2009 – January 2011

- Represented global manufacturers and suppliers serving major oil and petrochemical clients in Nigeria, including Mobil, Shell, Chevron, and NNPC
- Established strategic objectives and developed operational plans for scalable, performance-driven growth
- Sustained client relationships through targeted PR and marketing initiatives
- Delivered tailored business solutions and led operational efficiency improvement projects
- Conducted market analysis to optimize margins and uncover growth opportunities
- Participated in key industry events and exhibitions to expand brand reach and build networks
- Identified and cultivated new business opportunities across energy and industrial sectors
- Oversaw administrative functions and supported cross-functional strategic execution

Key Achievement:

- Recognized as one of the Best Business Partners in Africa for excellence in client service, strategic execution, and regional impact

Al Munajjem Group – Nutrition & DIET CENTER KSA**Marketing Manager***September 2004 – November 2008*

- Established strategic marketing objectives and led development of short- and long-term growth plans
- Implemented targeted ATL and BTL campaigns aligned with campaign goals
- Analyzed qualitative and quantitative data to guide decisions and monitor performance
- Defined marketing mix strategies to expand brand reach and boost engagement
- Maintained consistent brand identity and coordinated nationwide marketing execution
- Managed relationships with agencies and vendors to ensure timely, high-quality output
- Promoted customer-centric projects through trend analysis and innovation initiatives
- Planned corporate events, exhibitions, seminars, and conferences to elevate brand visibility
- Ensured compliance with HACCP standards in marketing operations

Key Achievements:

- Created the award-winning EasyDiet program, recognized for innovation in nutrition marketing
- Executed high-impact expansion for “The Shop,” launching 17 new branches
- Rebuilt and modernized brand identity, driving renewed market relevance
- Led successful Star Academy TV sponsorship campaign for three consecutive years

Tanmia Chicken Lebanon**Assistant Marketing Manager***August 2003 – September 2004*

- Delivered tactical marketing approaches to support short- and mid-term business objectives
- Applied and refined corrective actions to align execution with strategic priorities
- Established and led a trend-monitoring unit to track industry shifts and market demands
- Oversaw brand image across ATL, BTL, and promotional channels
- Supported event planning and key account coordination, including budgeting and scheduling
- Maintained strong PR and client servicing to enhance sales and support executive negotiations
- Spearheaded launch strategies for Chicken Corner, ensuring regional market success
- Contributed to food safety and quality initiatives under HACCP certification
- Managed website development and digital engagement strategy

Key Achievement:

- Recognized for driving the successful launch of Chicken Corner and enhancing brand reputation through HACCP involvement

LANGUAGES

Arabic



Native

English



French



Beginner