

Steve Haddad

UAE, Dubai | +971503412646 | steve.haddadmedia@gmail.com | Languages: English and Arabic | [LinkedIn](#)

Regional Marketing & Growth Leader | B2B & B2C | Demand Generation | GTM | CRM | Digital Transformation | MENA

PROFESSIONAL SUMMARY

Regional Marketing Leader with 13+ years across MEA driving B2B and B2C demand generation, media strategy, and commercial growth for global and regional brands. Strong focus on building marketing programs that directly contribute to pipeline, sales performance, and revenue outcomes.

Currently leading marketing strategy at Aldar Estates across multiple business units including Colliers, Asteco, and Aldar Experiences, supporting both B2B and B2C verticals. Work includes enterprise-focused marketing, go-to-market strategy for commercial real estate assets, and pipeline generation for leasing, property management, and advisory services.

Previously led regional media and digital strategy for BMW across 12 markets, aligning marketing investment with dealer performance and sales conversion. Earlier experience includes managing \$30M+ in media investment for Samsung at Starcom, advising on cross-channel strategy and commercial impact.

Strong track record in multi-market execution, sales alignment, and translating business objectives into structured marketing programs with measurable business impact.

Experienced in aligning marketing, sales, CRM, and analytics to improve customer acquisition, commercial performance, and marketing effectiveness across enterprise and consumer segments.

WORK EXPERIENCE

Senior Digital Marketing Manager – B2B, B2C, Media & Commercial Growth / September 2025 – Present **Aldar Estates | UAE**

- Own cross-channel marketing strategy, planning, and budget allocation across multiple business units including Colliers (B2B advisory, property management, and brokerage B2C), Asteco (Community Management), and Aldar Experiences, supporting both enterprise and consumer segments.
- Reduced brokerage CPL from \$120 to \$55 (54%) by restructuring audiences and optimizing campaign targeting across Meta, Google, and programmatic channels.
- Developed a CPL benchmarking model using data from 70+ campaigns, improving budget forecasting by property value, unit type, and asset tier. First such model implemented within the business.
- Develop go-to-market strategies for AIP commercial towers, targeting institutional investors, corporate tenants, and enterprise clients across regional and international markets.
- Lead social media strategy across in-house managed channels, defining content direction, platform roles, and performance KPIs to drive audience growth and engagement.
- Built an AI-powered competitive intelligence stack using Claude Code and custom automation, aggregating data from Ahrefs, SEMrush, Meta Ad Library, and Google Transparency Center. Reduced research and reporting time by 60%.
- Lead Salesforce Marketing Cloud integration across Aldar Experiences, Asteco, and Colliers databases, enabling customer segmentation, lifecycle journeys, first-party data activation, nurture programs, and cross-business performance reporting.
- Drove B2B demand generation and pipeline development for commercial real estate, advisory, and property management segments, aligning campaign programs to revenue targets and institutional client acquisition.
- Manage a core team of 4 across performance, SEO, social, and web. Work closely with in-house design team to deliver end-to-end campaign execution.
- Own OOH advertising RFP and commercialization strategy across managed property portfolios, including vendor evaluation, commercial model design, and monetization framework.

Regional Digital Marketing Manager / May 2022 – September 2025 **BMW Group | UAE**

- Owned regional digital and media strategy for BMW across 12 ME markets with \$6M+ annual budget accountability. Delivered consistent YoY performance gains: CTR +8%, CPA -12%, VTR +9%.
- Led go-to-market strategy and campaign execution for more than 15 vehicle launches across 12 markets, integrating media, PR, and experiential activity to support retail sales and brand visibility.
- Directed dealer marketing operations and digital tool integration across the retail network; secured an 80% adoption rate of core retail platforms (Mobile Customizer, POS, EVE) through structured rollout plans and direct engagement with market importers.

- Supported regional brand activations and experiential initiatives including Art Dubai, Dubai Design Week, Art DAO, and BMW M Track events, strengthening brand awareness, customer engagement, and premium brand positioning across key audiences.
- Standardized KPI architecture and reporting across 12 markets, aligning media performance to confirmed retail outcomes including showroom visits, test drives, and sales conversion. Established a unified performance governance model across markets.
- Supported corporate sales teams across regional markets through targeted B2B campaigns, LinkedIn advertising, account-based marketing initiatives, and audience strategies aimed at enterprise clients, leasing partners, and fleet opportunities.
- Led experimentation across websites, audience targeting, CTAs, landing experiences, and campaign structures delivering 5% to 10% efficiency improvements across regional markets.
- Advised 12 market importers on media investment strategy, influencing multi-million budget allocation to maximize sales outcomes and channel performance.
- Governed brand compliance and localization strategies across 13 market websites including one regional hub. Delivered 40% growth in unique visits through SEO strategy, content optimization, and traffic quality improvements.
- Increased form submissions by 30% by restructuring conversion architecture across 13 market websites and repositioning key CTAs based on funnel analysis.
- Coordinated digital transformation across Aftersales, Network Development, and Product teams simultaneously, delivering five dealer-facing and customer-facing tools including online service booking, stock locators, and personalized digital showrooms, while managing cross-functional delivery with technology partners including AWS, Keyloop, Magna Systems, and Otolink.
- Managed an agency team of 12 across media, creative, social, and CMS.
- Led BMW's first ticketed M Drive Experience event. Sold out in 4 days through audience segmentation targeting across digital channels.
- Secured Team Nigma e-sports partnership, generating 12.5x ROI in media value by reaching a younger demographic outside BMW's traditional automotive media mix.
- Collaborated with HR to develop employee engagement and wellbeing programs, creating internal campaigns, activations, and content initiatives that increased employee participation, strengthened workplace culture, and enhanced internal brand engagement.

Regional Marketing Manager / August 2021 – May 2022
Americana Restaurants (Hardee's) | UAE

- Owned full-funnel regional marketing strategy across UAE, Qatar, and Oman, leading brand, performance, CRM, app growth, customer retention, and revenue-driving initiatives.
- Defined and managed regional media investment across digital, TV, radio, CRM, and retail channels, optimizing ROAS, CPI, CPO, and budget allocation to maximize commercial performance.
- Leveraged CRM, Power BI, Google Analytics, and Adjust to analyze customer behavior, optimize lifecycle marketing, improve promotional effectiveness, and support executive decision-making.
- Led national brand campaigns and go-to-market execution for seasonal meal launches, aligning paid media, in-store activation, promotional mechanics, and commercial objectives across multiple markets.
- Integrated location services and QR-driven customer journeys to increase app adoption and strengthen omnichannel customer experiences.
- Executed the Arcane x Hardee's campaign in partnership with Riot Games, combining influencer marketing, social activation, paid media, and CRM to deliver one of the brand's strongest non-discount engagement performances.
- Led influencer strategy for Hardee's 40th Anniversary campaign, partnering with gaming, music, and sports creators to expand Gen Z reach across paid and organic channels.
- Built strategic partnerships with leading brands including local banks, UFC Abu Dhabi, and Riot Games to drive customer acquisition, app usage, and brand visibility.
- Managed a multi-agency ecosystem across media, creative, production, and promotional partners, driving campaign delivery, governance, and performance accountability.

Senior Account Manager, Integrated Media & Performance Marketing / February 2021 – August 2021
Account Manager, Integrated Media & Performance Marketing / August 2018 – January 2021
Starcom | UAE

- Led full-funnel media strategy for six Samsung flagship launches across the Middle East, defining channel investment and audience strategy across TV, OOH, Google Search, YouTube, Programmatic, Amazon DSP, Amazon Search, paid advertorials, and Paid Social. Aligned media architecture with retail sales and e-commerce objectives, optimizing budget allocation and ROAS throughout each launch cycle.
- Served as Samsung's senior media advisor across the Middle East, managing \$30M+ in annual investment and influencing channel strategy, budget allocation, and performance optimization.

- Led quarterly business reviews with regional C-suite stakeholders, presenting performance analysis, competitive intelligence, and investment recommendations that shaped the following quarter's channel strategy and budget allocation.
- Managed agency-to-client relationships across Samsung and PUIG simultaneously, balancing competing investment priorities, platform negotiations, and campaign delivery timelines across a portfolio of premium brands.
- Managed regional social, programmatic, and digital media strategy for PUIG across five fragrance brands (CH Bad Boy, CH Good Girl, JPG, Paco Rabanne Invictus, Olympia), delivering brand-specific audience strategies, competitive analysis, and channel recommendations across MEA markets.
- Directed team of 4 specialists, providing strategic consulting, media recommendations, and consumer behavior insights to optimize campaigns and improve performance across ME markets.
- Raised team TRR Score from 4.1 to 6.5 in under 6 months by restructuring planning workflows and resetting delivery standards across the team.
- Negotiated multi-market media proposals, delivering 5–10% cost efficiencies while protecting performance targets.

Senior Account Executive, Media Strategy & Client Leadership | July 2015 – July 2018

Account Executive, Media Planning & Performance | January 2013 – June 2015

Mindshare | UAE

- Built media strategies for 18 clients across automotive, real estate, finance, travel, FMCG, and pharmaceutical sectors, including Nakheel, Nissan, Infiniti, Volvo, IHG, Nike, Lufthansa, and Booking.com. Managed planning, buying, and performance reporting across digital and traditional channels.
- Managed client relationships across multiple accounts simultaneously, serving as the day-to-day strategic contact for senior brand and marketing stakeholders.

EDUCATION

Bachelor of Science, Business Administration (Management) | American University in Dubai

CORE COMPETENCIES

Brand & Product Marketing: Brand Strategy | Product Launch | Brand Positioning | Market Analysis | Competitive Intelligence

Strategic Marketing Leadership: Team Leadership | Marketing Strategy | Go-to-Market Strategy | Regional Marketing | Multi-Market Expansion | Stakeholder Management | Cross-Functional Leadership | Executive Reporting | ABM Marketing

Performance & Growth Marketing: Demand Generation | Lead Generation | Performance Marketing | Paid Media | Programmatic Advertising | Full-Funnel Marketing | Conversion Rate Optimization | A/B Testing | Attribution Modeling

Revenue & CRM Marketing: CRM Strategy | Marketing Automation | Lifecycle Marketing | Revenue Marketing | Pipeline Marketing | Revenue Operations | Salesforce Marketing Cloud | First-Party Data Strategy | Customer Segmentation

Analytics & Commercial: GA4 | Adobe Analytics | Power BI | Audience Strategy | KPI Frameworks | Forecasting | Budget Management | P&L Accountability | ROI & CPL Management

Digital Transformation & Technology: Digital Transformation | Marketing Operations | Martech Stack Management | AI-Powered Workflows | Generative AI (ChatGPT, Manus, Claude, Gemini, NotebookLM) | Marketing Automation (Zapier)