

## AHMAD HAMDAN

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### SUMMARY OF QUALIFICATIONS

Marketing & Business professional with a high-energy, Analytical, strategic & positive thinking, who demonstrates leadership skills & instincts, highly intelligent and enthusiastic with a commitment to excellence. In terms of personal competencies, I am a hands-on person who possesses the best combination of strategic thinking and drive to achieve tangible business results while balancing theoretical thoughts with practical implementations. Seventeen years' experience of working within the marketing, media, health & medical services, retail industry, telecom and retail banking.

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### PROFESSIONAL EXPERIENCE

#### ***Senior Manager, Customer Proposition & Loyalty at Kuwait International Bank (KIB)- Kuwait***

March 2019 – Present

##### **Job Summary:**

- Responsible for delivering sharp differentiated rewards propositions, keep ahead competition, and aligning to global/regional guidelines & framework. Adopting global standards that enable local empowerment.
- Drive the business development plans for KIB loyalty program and platform, manage key rewards, and own the entire customer rewards journey from initial engagement through to fulfilment.
- Create an creative program in order to increase KIB's customer base and brand recognition through loyalty and marketing activities/planning.
- Management of staff & vendor relationships to insure efficient operation and administration of procedures, tools and system.
- Plan & execute marketing programs & campaigns.

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#### ***Senior Manager, Customer Value Management at Ooredoo Telecom - Kuwait***

July 2016 – Feb 2019

##### **Job Summary:**

- Designed and manage the Ooredoo Kuwait B2C On-boarding strategy, Segmentation, Offering, Customer Experience & KPIs definition
- Campaigns prioritization, Campaigns marketing design, Roadmaps for the different aspects under Customer Life Cycle Management.
- Responsible of the telemarketing team planning, performance, targets & achievements
- Contribute to the review of the Retention & Loyalty strategy and Roadmap on a monthly, quarterly, half yearly and annual basis.
- Responsible of the Consumer On-Boarding program, Retention, Development & Loyalty Activities.
- Oversee the rollout of dedicated Retention activities which are designed to reduce churn, increase Lifetime Value, and improve the Life Cycle Management process for our customers.
- Develop and supervise monthly / weekly / daily monitoring and analysis of On-boarding Consumer churn (voluntary & financial) within the different product groups and customer segments and propose adequate marketing actions accordingly.
- Coordinate with different Divisions / Departments like Customer Care, Sales, Finance, Segments team, Product Teams, BI, Communication, Technology and any other relevant internal or external teams for roadmap execution.
- Ensure the correct and timely training of relevant staff on Retention programs / activities.

- Work on the Annual Budget preparation exercise with respect to On-boarding Retention, loyalty, recommendation to track the annual budget.
- Defines strategic segments to be targeted for specific offerings
- Ensure that the dedicated Roadmap is developed, reviewed and maintained on a regular level.

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**Senior Customer Loyalty & Retention Specialist (Acting Loyalty Program Manager) at Ooredoo Telecom - Kuwait**

January 2012 – July 2016

**Job Summary:**

- Drives customer acquisition, development, and retention by creating focused efforts to build and communicate compelling offerings for our customers.
- Manage customer communications and fulfillment processes as well as measurement and reporting of results.
- Optimize a communications strategy to raise customer awareness and comprehension of the programs.
- Set the vision and strategy for targeting the suitable strategic partners and alliances for Ooredoo Rewards Program “Nojoom” including the high value segment.
- Review the performance of the existing partners within Nojoom Program / Evaluate potential partner business case and address actionable.
- Created, developed, and conducted full-fledged marketing campaigns (ATL & BTL) after thorough research.
- Create and manage the annual partnership /communication plans and budget in terms of promotions and communications.
- Manage the partner relationship on a day-to-day basis – managing contractual obligations, planning of campaigns, meeting objectives.
- Development and execution within team or through partners of 360-degree marketing communications and new acquisition.
- Rebranded the loyalty program ‘Wataniya Rewards’ to ‘Nojoom’.
- Manage direct reports. Lead key projects ensuring that suitable technical integrations are developed to support Ooredoo Loyalty program "Nojoom" customers and make it easier for Ooredoo to win new customers.
- Built and managed the implementation of Platinum Tier at ooredoo Rewards Program “Nojoom” for the high value segment.
- Work with the marketing department, IT, business inelegance, customer experience and digital transformation teams to deliver a superior customer experience by providing the best suitable and relevant offer/promotion related to their needs whether internal rewards/products (Telco Product) or external rewards (airways, retail, hotels and restaurant, Automotive, insurance and many more).
- Obtain customer feedback by organizing focus groups, customer exit interviews, etc. - Measure benefits of partnership and loyalty programs and liaise with MIS and BICC to regularly produce required reports.
- Create an increase in digital brand awareness for Nojoom loyalty program across products and channels, including Social Media, BTL & ATL.
- Design, test and launch campaigns to obtain customer feedback by organizing focus groups, one to one, telemarketing, social media, etc.
- Measure the impact of partnership and loyalty programs with the support of BI (business intelligence) team to produce required reports.
- Create, develop, and conduct tactical promotions to increase usage and revenue from postpaid and prepaid customers.
- Conducted trainings for retail, customer care, and call centre staff to raise awareness and ensure they have an in-depth understanding of the Nojoom Loyalty Program “Nojoom”.
- Analyze customer base and identify revenue generating opportunities
- Analyze database marketing and site personalization efforts to understand overall return on investment.
- Recommend new strategies and database marketing programs to drive enhanced revenue from existing customer base
- Develop reporting and metrics to understand overall customer retention/repeat behavior across key segments.
- Oversee day-to-day implementation and analysis of the Rewards program
- Refine segments, promotions and campaigns based on evaluation of campaign conversion, customer retention, customer cross-sell, campaign dilution and campaign ROI
- Build rewards coupons for deployment to segments (promotional copy, rules and restrictions, legal review, customer service review, etc.)
- Develop and monitor success at program, customer segment, and campaign level

- Validate proper execution of all database marketing campaigns across multi-channel environment (e.g., website, email, call center)
- Design and deliver marketing campaigns that are data-driven and segment-focused with accountability for the effectiveness of the campaigns
- Monitor the competitive landscape, testing new approaches and adopting best-practice strategies
- Streamline and automate fulfillment processes for member enrollment, member benefits, promotion fulfillment, and program reporting working closely with cross-functional supporting teams (product, analytics, technology, and other marketing functions)
- Manage the ongoing operations and fulfillment processes of the programs and marketing campaigns, managing the program budgets with responsibility for the program P&Ls and marketing ROI
- Manage program performance and customer activity reporting to address areas including customer segmentation, program and campaign level impact (return on investment and profitability), customer demographics, and benefits usage recommending reasoned adjustments to the program

***Assistant Marketing & PR Manager at Ali Abdulwahab Al Mutawa Commercial Co.*** (Kuwait)

November 2009 - January 2012

**Job Summary:**

- Communications Strategic Planning:
  1. Create and calendared annual requisite communication budget for brand, generate a proper brand activity plan, deliver consumer focused promos and tactical marketing activities.
  2. Set targets for whole marketing activities and promotions and ensure the proper execution.
  3. Develop and agree single “Brand Key Positioning” for division brands, review strategic work performed and develop advertising platform for the relevant brands including its presence on principals’ campaigns.
  4. Study and make recommendations on new market entry, store lay-out for brands based on solid research analysis and priority categories.
  5. The ability to enhance store VM to fit marketing and store needs.
- Advertising and Artworks:
  1. Plan and implement the annual marketing and promotional plans as well as seasonal events calendars.
  2. Ensure promotions are implemented according to guidelines and that local/seasonal promotional opportunities are identified and maximized.
  3. Check translation of advertising into local language and adapt to comply with local regulations.
  4. Review the quality of marketing materials and give feedback to production agencies.
- Customer and Marketing Research:
  1. Maintain up to date consumer, market and competitive insight to precisely target marketing initiatives.
  2. Engage on brand positioning exercises, develop brand USP, Vision and Values, top 5 strategic thrusts and activity program for brands.
  3. Resolve brand coherence and logic of brand portfolio; recommend final priority assortment based on thorough Qualitative Consumer Research.
- Events Management:
  1. Develop and implement highly innovative “Gifting” concept in stores.
  2. Help develop and contribute in the implementation of high-profile cross-brand “Loyalty Card” valid across division.
  3. Identify events in support of brands’ marketing objectives.
- Social & Digital Media:
  1. Design, develop and implement the annual advertising media (print, online..etc.), define and implement related standards and policies.
  2. Build annual PR plans (traditional and social media).
  3. Deliver monitoring solutions ensuring Social Media activity is cohesive and reflective of Company communication standards, policies, procedures and regulations.
  4. Leverage and negotiate the best possible commercial agreements, using commercial scalability which will benefit the brands.
  5. Research and select suitable partners and vendors that will complement Company’s Social Media strategy.
  6. Constantly monitor Media activities of competitors at local, regional and global levels.
  7. Keep on track with all new Social Media developments and ensure all new technologies, applications and strategies are cascaded throughout the business.
- 8. Develop and maintain strong working relationships with various PR, media and advertising agencies.

Ali Abdulwahab Al-Mutawa Commercial Co. (AAW) is one of the oldest, largest trading and commercial companies in Kuwait, operating in seven diverse business sectors and distributes in Kuwait's surging wholesale, retail and consumer market over 100 different global brands, including world-class brands such as Procter and Gamble, Clorox, Roche, Takeda, Biotronik, Nuxe, Bioderma, Nolte Group, La Cornue, Bosch, Siemens, The North Face, Coleman, Nike, The Athlete's Foot, Crocs, Puma, Shoebox New York, among many others.

AAW's continuously growing business lines include Consumer Goods, Furniture, Kitchens, Home Appliances, Outdoor Gear and Equipment, Sports and Fashion, Real Estate, and Pharmaceuticals where it is a leading wholesale and retail distributor of pharmaceutical and medical products.

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### ***Marketing/Sales and Production at The Sultan Center "TSC" (Kuwait)***

January 2007 - June 2009

#### **Job Summary:**

- Responsible to generate other operating income by selling in-store BTL media to merchants. In addition, oversee the production of all marketing communication materials while developing and upgrading company's in-store signage program for Kuwait, Jordan, Oman & Lebanon.
  - Negotiate in-store advertising contracts with merchants to increase other operating income (shopping trolley, floor graphics, video screens, escalator conveyer belts, etc.)
  - Set direction strategy and guidelines for in-store signage program for Kuwait, Jordan, Oman & Lebanon.
  - Support Loyalty Program (TSC Rewards Card) by introducing new partners and negotiating special deals and offers with merchants.
  - Identify areas of opportunity for increasing other operating income (Sales lead).
  - Monitor monthly sales targets for other operating incomes.
  - Develop, design and roll-out signage to support major theme, promotion and events based upon Marketing calendar
  - Execute central production of ads/POS materials and other communication plans
  - Supervise standards, quality and delivery of signage and visual art requests for all company locations, offices and operation
  - Maintain inventory levels for centrally produced signage ad print/production consumables
  - Support all departments/divisions on graphic reproduction needs-certificates, license copies and display, ID cards, presentations, etc.
  - Determines annual unit and gross-profit plans by implementing marketing strategies; analysing trends and results.
  - Establishes sales objectives by forecasting and developing annual sales quotas for regions and territories; projecting expected sales volume and profit for existing and new products.
  - Implements national sales programs by developing field sales action plans.
  - Maintains sales volume, product mix, and selling price by keeping current with supply and demand, changing trends, economic indicators, and competitors.
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### ***Marketing Coordinator at Dar Al Shifa Hospital (Kuwait)***

May 2005 - December 2006

#### **Job Summary:**

- Executive manager of Al Shifa Times magazine.
- Develop, direct and/or maintain marketing programs. Serve as a media contact. Write and/or edit marketing materials such as press releases, brochures, flyers, and other documents. Manage special marketing events.
- Coordinate with vendors and Media agencies during execution of promotional materials.
- Supervise the execution of all communication materials for the hospital and all reprints required by any department.
- Forecast for monthly expenditure.
- Weekly sales forecasting and pipeline management
- Develop and implement custom marketing opportunities, based on customer need, to increase customer satisfaction and advertising spend
- Develops and implements strategic marketing plans and sales plans and forecasts to achieve corporate objectives for products and services
- Develops and manages sales/marketing operating budgets

- Directs sales forecasting activities and sets performance goals accordingly.
  - Monitor all promotional materials within the hospital and assist in all reprints.
  - Collect and measure the results of all launched press campaigns.
  - initiate many health awareness campaigns such as Fighting Obesity, Dental Health, Swine Flu, Diabetes and Breast Cancer awareness campaigns most of which were demonstrated in schools, universities and other educational institutions in Kuwait in pursuit of promoting preventive skills amongst the generation of tomorrow.
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### ***Account Supervisor at Advanced Industrial Advertising "AIA" (Jordan)***

March 1999 - April 2004

#### **Job Summary:**

- Supervising all media production such as Mupis, Billboards, Rooftops, Wall Panels and Buses Ads.
  - Assist with controlling, organizing and issuing color approvals, standards and make ready approvals.
  - Project management including assisting in the planning, directing and coordinating of designated projects.
  - Setting media expenditure budget.
  - Preparing media plans & managing all media bookings.
  - Locate and contact potential clients to offer advertising services
  - Explain to clients how specific types of advertising will help promote their products or services in the most effective way possible
  - Provide clients with estimates of the costs of advertising products or services
  - Process all correspondence and paperwork related to accounts
  - Prepare and deliver sales presentations to new and existing clients
  - Inform clients of available options for advertising art, formats, or features and provide samples
  - Deliver advertising or illustration proofs to clients for approval
  - Prepare promotional plans, sales literature, media kits, and sales contracts
  - Recommend appropriate sizes and formats for advertising
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#### **EDUCATION**

American University of London – Kuwait

***BA, Business Administration, Management.***

Al Quds College – Amman

***Diploma, Technical Engineering.***

#### **COURSES**

- Financial Crime (Thomson Reuters)
- Information Security Awareness Program
- Basics of Islamic Banking
- Enterprise Project Management
- Maximising Customer Loyalty & Profitability
- Project Management Principle
- Centered Analysis & Conceptual Design
- Engage the marketing show 2012
- Human Factors International - Kuwait 2012 – User-Centred Analysis and Conceptual Design.
- Dar Al Shifa Hospital - Kuwait 2006 - Service Addiction in the healthcare sector.

#### **PUBLICATIONS:**

- ***Shifa Times Magazine***

The first specialized magazine on preventive and healthy skills. Shifa Times also includes internal news about hospital staff, events and patient testimonials, keeping readers updated on the hospital's events in its quest of carrying on with one of its major roles in the community through Corporate Social Responsibility.

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## **PERSONAL INFORMATION**

- Date of Birth: 06<sup>th</sup> June,1979
- Nationality: JORDANIAN
- Driving License: UAE, Kuwait & Jordan