

# MARKETING *Club* 173<sup>rd</sup>

173<sup>rd</sup> Marketing Club  
129<sup>th</sup> Business Club  
42<sup>nd</sup> Jeddah Club



CLUB FOUNDER, HOST  
**DR. MAHMOUD BAHGAT**  
LEGENDARY DIRECTOR

## Marketing Leadership in Middle East



JOIN FREE

LIVE WEBINAR

Date

**11-2**  
**2025**  
**Tuesday**

**9 pm**



**10 pm**



**11 pm**



Place  
Online  
Zoom



Instructor

**Dr. Tamer Abbass**

Director of Organization Effectiveness  
EMEA

# Tamer Abbas

[https://www.instagram.com/dr.tamerabbas?igsh=NDNrdXE1Zm5xa3My&utm\\_source=qr](https://www.instagram.com/dr.tamerabbas?igsh=NDNrdXE1Zm5xa3My&utm_source=qr)

## Roles:

GM  
Exec. HR  
Sales management  
Marketing management  
Operation & SFE  
Six Sigma

## Companies:

JNJ/Kenvue  
Eli Lilly  
GSK/SB  
Novartis

## Education:

Brentwood university - DBA  
Harvard business School  
London business School  
Strathclyde university – MBA  
Cambridge Business School –  
high honor Diploma

## Activities:

Leaders of Tomorrow  
University teaching  
Start-ups support  
Social media content





# Marketing Leadership in Middle east

TAMER ABBAS



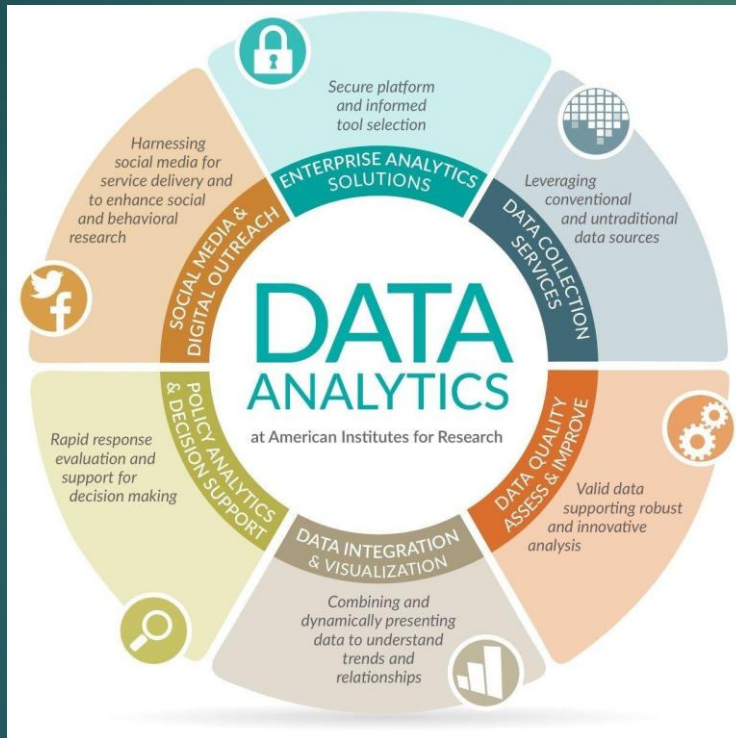
# Marketing is the parent of the Brand



“Master the topic, the message, and the delivery.” – Steve Jobs.



# 1. Market Understanding – Always Start with Data (internal & external)



**“Marketing without data is like driving with your eyes closed.” – Dan Zarrella**

## 2. Listen to the Customer & Sales team on the ground



**“Make the customer the hero of your story.” – Ann Handley**

3. Your company brand strategy is the foundation – build your localization on it

“culture eats strategy for Breakfast”





# 4. Stay Structured and Adaptable

“Objective, Facts & Data, strategy, plan & execution”

“The best way to predict the future is to create it.” – Peter Drucker



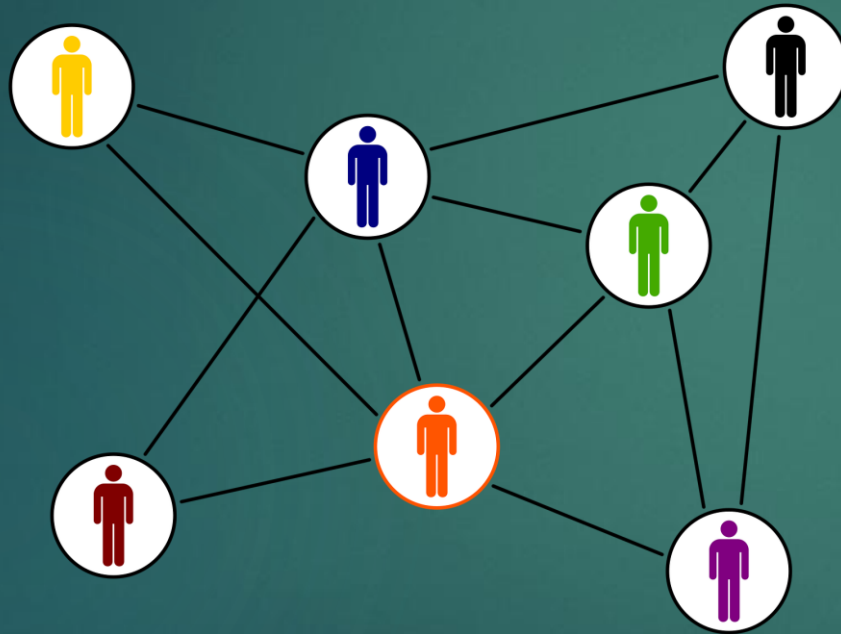
## 5. Secure management Buy-in

“Negotiate and convince the management (tone from the top and budget)”

“If you can’t explain it to a six year old, you don’t understand it well enough yourself.” – Albert Einstein



## 6. Build your political map (stakeholder mapping and management )



“You have to learn the rules of the game. And then you have to play better than anyone else.”—  
Albert Einstein

# 7. Communication is the Key

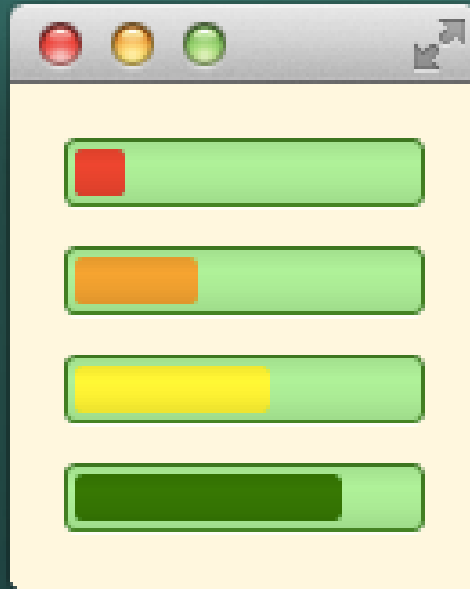


“You can’t sell anything if  
you can’t tell anything!” –  
Beth Comstock



## 8. Track execution through:

- \* Team
- \* Data
- \* Yourself



“The customer expects you to know their stuff, not just your stuff.” — Jeffrey Gitomer

## 9. Reflect on results, take feedback and Amend



“By listening, marketing will re-learn how to talk.” — Doc Searls and David Weinberger



“Marketing is no longer about the stuff you make, but about the stories you tell.” – Seth Godin

“Do the right thing as marketers to build trust.” — Jon Dick, VP Marketing, HubSpot





# Thank you



LinkedIn: leaders of tomorrow  
Instagram: Dr.tamerabbas

[https://www.instagram.com/dr.tamerabbas?igsh=NDNr dXE1Zm5xa3My&utm\\_source=qr](https://www.instagram.com/dr.tamerabbas?igsh=NDNr dXE1Zm5xa3My&utm_source=qr)