

Khaled Nasr Ibrahim

Egypt



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Summary

Senior channel and partner marketing leader with 10+ years across Middle East & Africa driving growth with distributors, resellers and key retail partners for consumer electronics, lifestyle and smart building brands. Proven track record driving revenue growth and market share through joint partner marketing programs, trade and in-store initiatives, and digital-first channel campaigns.

Experienced in regional channel strategy, partner ecosystem development, co-marketing planning, and agency management, with a data-driven approach to channel KPIs and profitability. Deep understanding of digital channel transformation, guiding partners on campaigns and tools while collaborating closely with sales and distributor teams to retain and acquire customers.

Education



Arab Academy for Science and Technology

MBA, Marketing/Marketing Management

2022 - 2024



The American University in Cairo

Diploma, Marketing/Marketing Management, General

2017 - 2018



The British University in Egypt

Bachelor's Degree, Civil Engineering

2008 - 2013



Saint Fatima Language School

High School, High School/Secondary Diplomas and Certificates

1995 - 2008

Experience



Regional Customer Marketing Manager - Middle East, Africa and Turkey

Honeywell

Jun 2024 – Present

◆ Team Leadership & Culture

- Manage, coach and develop marketing talent with a focus on channel and customer marketing excellence, fostering a culture of accountability, innovation and continuous improvement.
- Champion new ideas to enhance digital first channel management, partner engagement and internal stakeholder collaboration.

◆ Strategic Planning & Execution

- Lead regional customer and channel marketing strategy across META, designing integrated programs aligned with distributor and partner growth priorities and AOP/STRAP goals.
- Create and execute joint marketing initiatives with key partners to support pipeline, customer retention and new account acquisition.
- Use CRM and marketing automation to support digital first channel management and track lead to revenue performance with partners.
- Provide market and channel insights into SIOP/AOP cycles to shape channel growth initiatives and revenue projections.

◆ New Product Introductions (NPIs)

- Collaborate with Offering Teams on **multi-region and multi-GBE NPIs**, ensuring alignment with launch frameworks and customer marketing deliverables.
- Drive **NPI readiness reviews**, especially for top 30 NPIs, ensuring adherence to the Global Development Model (GDM) and corrective actions where needed.
- Own the creation of **NPI battlecards**, videos, and training materials to support sales enablement and readiness.

◆ Campaign Management & Enablement

- **Lead integrated digital, social and event-based campaigns with and through distributors and resellers, jointly driving demand for priority offers.**
- **Manage dealer/partner communications, portals and enablement content to equip partner sales teams with campaigns, playbooks and tools.**
- **Align with sales and channel teams on joint partner plans, integrating marketing activities into the lead-to-revenue process.**

◆ Data-Driven Marketing & Reporting

- Collaborate with marketing operations to transform the team into **data-driven marketers**, focused on pipeline, conversion, and win rates.
- Track and report on **ROMI (Return on Marketing Investment)**, campaign performance, and marketing's contribution to AOP.
- Utilize CRM and marketing automation tools to monitor customer journeys and optimize touchpoints.

◆ Cross-Functional Collaboration

- Act as the point-of-contact for **Global Offering Management Excellence**, ensuring process alignment and execution support.
- Work closely with sales, offering management, and global marketing teams to align on value propositions, personas, and customer decision journeys.

◆ Market Intelligence & Content Development

- Serve as a **subject matter expert** on personas, industry trends, market segmentation, and competitive intelligence.
- Develop compelling marketing content and collateral in collaboration with creative services and external agencies.

◆ Event & Engagement Leadership

- Lead planning and execution of large-scale tradeshows and VIP customer/partner events, ensuring premium brand experiences.
- Ensure first-class customer experiences that drive brand awareness and business outcomes.

◆ Operational Support

- Support **website management**, vertical/horizontal alignment of marketing activities, and MoS/reporting for the Building Automation team in META
- Guide strategic partners in planning and executing their own marketing campaigns, mentoring their marketing teams on Honeywell best practices and digital tools.
- Coordinate cross functional channel growth initiatives, ensuring consistent execution across regions, partner tiers and sales teams.



Retail Marketing and Marketing Communications Lead

Beko Global

April 2021 – May 2024 (3 years)

- Led omnichannel **channel and trade marketing** programs with key retailers, distributors and e-commerce partners, contributing to >30% sales growth and higher share within priority accounts and affluent urban households.
- Tripled brand awareness in target segments and improved partner sell-out while optimizing spend by >40% through improved channel mix, co-funded activities and vendor/partner negotiations.
- Designed and rolled out 200+ premium 'Brand Stores' / 'Shop-in-Shops' with retail partners, elevating in-store execution and conversion and strengthening strategic channel relationships.
- Assisted in creating, implementing, and developing annual marketing plan
- Planned and supervised 40+ annual partner-linked events, on-ground activations, roadshows and trade exhibitions, driving joint pipeline and share growth with key retailers and distributors.
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- Ensured proper installation and maintenance of all trade display solutions with partners (SIS, brand shops, signage, branding) to maximize visibility, shelf share and sell-out in priority channels.
- Designed and implemented POS & POP toolkits for 30+ partner promotions, tailoring materials to retailer formats and shopper journeys.
- Managed the expenditure reporting and expenses handling for all marketing activities.
- Managed Beko presence across digital outlets (website, social media, e-commerce) in alignment with partner campaigns and promotions, supporting digital-first channel engagement.
- Developed localized store/market-specific advertising to support stores including billboards, digital and radio campaigns.
- Managed digital media and web ads to mirror retail and distributor promotions, ensuring partner offers were consistently represented across online channels.
- Maintained an inventory of giveaway items to use for events and campaigns. This includes researching new creative ideas, sourcing vendors, bidding process, and overseeing the purchase and fulfillment of orders.
- Analyzed and reported on partner and campaign performance (sell-out, traffic, engagement), using insights to refine channel programs and improve ROI.
- Collaborated with retail partners to position Beko as a modern lifestyle brand via in-store experiences, seasonal campaigns and co-branded activations.
- Targeted campaigns and in-store concepts to attract affluent and mass affluent households, focusing on modern kitchens and lifestyle upgrades.



Marketing Communications Specialist

Beko Global

February 2020 - April 2021 (1 year 2 month +)

- Launched Beko Egypt website as a key hub to support retailer and distributor promotions, reaching 5,000+ monthly visits.
- Launched Beko Egypt digital catalogue with QR-code access, enabling partners to share updated product information and offers with segmented audiences.
- Developed, implemented and tracked marketing programs (email, social media, digital campaigns and events) supporting retailer and distributor sales objectives.
- Led cross-functional collaboration with product, trade marketing and sales while managing agencies across 30+ annual programs to deliver partner-ready campaigns and content.



Brand Manager

Cairo Runners

Aug 2019 - Jan 2020 (6 months)

- Led marketing and public relations strategy for Cairo Runners events, positioning the brand and its runs across digital channels, media and partners.
- Planned and executed three mega events with 6,000+ participants and 200% target achievement, managing communications with sponsors, media, communities and participants.
- Built and supervised social media strategy (content, messaging, community engagement) based on competitive research and audience insights, driving awareness and participation.
- Coordinated production of marketing and PR materials (digital, print, on ground signage), ensuring consistent narratives and visuals across stakeholders.
- Supported charity / community elements of runs, framing them as CSR and social impact initiatives in coordination with NGO partners and sponsors.



Senior Marketing Quality Manager

ParaGuru

Mar 2019 - Aug 2019 (6 months)

Managing company internal teams (designers, content creators, and account managers) along with coordinating our different channels of marketing strategies, Validating the quality of all the Production that Paraguru produces for the clients including the Creative, the strategy, the designs, and the technical department until the plan goes live, testing new marketing opportunities, directing social media strategies, evaluating performances of marketing campaigns and troubleshooting those that are not performing well, managing the employees, training staff about industry marketing trends, analyzing customer feedback from social media platforms and analyzing advertising returns and reporting them to upper management.



Senior Marketing Strategist

ParaGuru

Sep 2018 - Feb 2019 (6 months)

Managing and coordinating marketing and creative staff including overseeing all digital marketing activities on all used platforms including Google AdWords, SEO, SEM, YouTube Ads, Facebook and Instagram ads. Also responsible for conducting marketing research to study the market for each client and make sure that the plan and strategies are relevant and uncover the feasibility of current and existing products and services



Digital Marketing Strategist

ParaGuru

Sep 2017 - Aug 2018 (1 year)

Responsible for developing, implementing, and executing strategic marketing plans for both Paraguru and for the Clients Paraguru serves mainly for Digital Marketing purposes including Google AdWords, SEO, SEM, YouTube Ads, Facebook and Instagram ads along with some offline marketing activities including the strategy, the tools and tactics, the creative and the content creation.



Project Manager

Hydro for hydrology, environmental and infrastructure studies

Aug 2015 - Sep 2017 (2 years 2 months)

Responsible for leading the team of Engineers throughout the project lifecycle and for the coordination of activities and information, communicating with clients to identify and define project requirements, scope and objectives.



Infrastructure Engineer

Saudi Diyar Consulting

Jun 2013 – Aug 2015



Infrastructure Engineer

Khatib & Alami



Infrastructure Engineer

KEO International Consultants

Licenses & Certifications



ILETS - British Council



Google AdWords Search Advertising certification - Google



Google AdWords Fundamentals certification - Google



Google AdWords Mobile Advertising - Google



AdWords Display Certification - Google



Certified Machine Learning Engineer - CLS Learning Solutions



Certified Project Manager - AUC Engineering and Science Services



Google Analytics for Beginners - Google

Issued Jan 2020 - Expires Jan 2023

Skills

- Integrated digital, social & experiential marketing
- Brand awareness & preference growth
- Partnerships & co-marketing (retail, hospitality, lifestyle)
- Regional marketing – Middle East & Africa / NALP
- Data-driven marketing & analytics, KPIs, ROI
- Demand generation & pipeline growth
- Agency & vendor management
- Events, lounges & VIP experiences
- CRM & marketing automation
- Budget management & forecast accuracy