

# MUHAMMAD ZEESHAN

Built KSA's #1 Automotive Brand | 47.4% Market Share | Revenue Growth · P&L · GTM  
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## EXECUTIVE SUMMARY

Senior Marketing & Commercial Leader with 15+ years of experience driving revenue growth, market share expansion, and brand leadership across Saudi Arabia's automotive OEM and dealer ecosystem. Own and execute national go-to-market strategy, pricing alignment, and full-funnel demand generation directly tied to revenue, volume, and P&L performance. Proven track record of scaling vehicle sales by 160% YoY, achieving category leadership with 47.4% market share, and consistently delivering above-target commercial results. Recognized for bridging marketing and commercial functions, aligning dealer networks, CRM, and performance marketing to drive measurable business outcomes in highly competitive markets.

## KEY CAREER ACHIEVEMENTS

<b>160%</b> YoY Sales Growth (Jetour KSA)	<b>47.4%</b> Chinese SUV Segment Share - #1 Brand	<b>119%</b> Revenue Target Achievement	<b>\$15M+</b> Annual Marketing Budget Managed
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## CORE COMPETENCIES

- P&L Aligned Marketing Strategy
- Revenue Growth & Market Share Expansion
- CRM & Customer Lifecycle Strategy
- Pricing, Portfolio and Volume Planning
- Performance & Digital Marketing
- GTM Strategy & Product Launches
- Automotive OEM and Dealer Marketing
- Budget Governance & ROI Optimization
- Cross-Functional Leadership
- Dealer Network Development & Activation

## PROFESSIONAL EXPERIENCE

### Head of Brand & Marketing

Jetour Saudi Arabia – National Motors Supplies, Riyadh

July 2024 – Present

Lead national brand and commercial growth strategy across sales, aftersales revenue planning, and digital operations for 3 retail branches and 50+ sub dealers across KSA.

- Scale annual vehicle sales from 7,500 to 19,500 units (160% YoY) by restructuring go-to-market strategy, aligning dealer execution, and implementing data-driven volume planning.
- Position Jetour as the #1 Chinese SUV brand in KSA with 47.4% segment share through pricing strategy, product positioning, and national retail activation.
- Deliver 22% year on year growth and achieve up to 119% of planned sales targets by optimizing full funnel demand generation, restructuring media mix, and strengthening CRM driven lead management across the retail network.
- Lead national launches of key models including Jetour T1 and Jetour G700, integrating pricing, product positioning, and dealer readiness to accelerate market penetration.
- Own \$15M+ marketing budget with direct accountability for ROI, revenue contribution, and performance optimization across channels.

### Brand Manager – Western KSA Region

Kia Saudi Arabia – National Marketing Company, Riyadh

May 2021 – July 2024

Led regional brand and performance marketing strategy for Western KSA, supporting annual sales volume of approximately 22,500 units across multiple retail branches while aligning execution with OEM standards and P&L targets.

- Achieved 112% of regional sales targets within first year by executing hyper-local go-to-market strategy and aligning dealer activation with structured demand planning.

- Managed \$7M annual marketing budget, optimizing allocation toward performance-driven channels to improve cost per lead and increase digital traffic by 30%.
- Spearheaded major model launches including All New Sportage, Telluride Facelift, All New Carens, and K8 by integrating pricing, positioning, and retail readiness.
- Improved conversion rate through structured CRM pipeline tracking and daily lead to showroom follow up.

### **Group Marketing Analyst – Multi Brand Portfolio**

Genesis, Hyundai & Geely Saudi Arabia – Wallan Group, Riyadh

*December 2013 – May 2021*

Led multi brand marketing and commercial planning across Hyundai, Genesis, and Geely, providing structured market intelligence to guide product positioning, pricing strategy, and volume forecasting.

- Guided competitive analysis and GTM strategy as part of the 4-member team that secured the Geely KSA distributorship driving 119% first-year sales growth and 15% segment share.
- Delivered executive-level insights and forecasting analysis to support portfolio strategy, pricing alignment, and revenue planning.
- Drove Genesis brand relaunch across KSA, overseeing Corporate Identity (CI) and Sales Identity (SI) implementation, aligning retail standards and OEM framework across the dealer network.

### **Marketing Consultant LV-II**

QA Marketing & Advertising Agency, Riyadh

*April 2010 – November 2013*

Executed integrated marketing campaigns for automotive and retail clients, supporting revenue growth and brand visibility objectives.

- Delivered measurable campaign impact by coordinating media planning, creative development, and retail activation aligned with client commercial goals.
- Managed cross-functional collaboration across creative, media, and events teams to execute end-to-end campaigns and brand activations.

## **AWARDS & RECOGNITION**

- Best Digital Marketing Team at Jetour Global Conference – 2026
- Performance Marketing Leader of the Year- 2025
- Innovation Champion in Marketing & CX - 2025

## **EDUCATION**

- Post-Master Diploma in Business Organization and Management – 2012
- Master of Management – 2008
- Bachelor of Commerce – 2006

## **CERTIFICATION**

- Performance Marketing Certification (2025)
- Consumer Insights and Market Strategy Certification – 2025
- Advanced SEO/SEM Certification - 2025
- Google Certified Digital Marketing Certification – 2020

## **LANGUAGES**

- English - Native
- Urdu - Native
- Arabic - Professional Proficiency
- Punjabi - Native