

MUHAMMAD ZEESHAN

Built KSA's #1 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, brand transformation, and market expansion across high-competition consumer markets.

Own and execute go-to-market strategy, demand generation, and customer lifecycle management directly linked to revenue performance and business outcomes. Proven track record of delivering 160% growth, achieving category leadership, and consistently exceeding revenue targets.

Recognized for integrating brand strategy with performance marketing, CRM, and commercial planning to drive scalable and measurable growth.

KEY CAREER ACHIEVEMENTS

160% Revenue & Sales Volume Growth YoY	#1 Brand Position — 47.4% Segment Share	119% Revenue Target Achievement	15+ Years Senior Marketing Leadership
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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
- Consumer Marketing & Channel Strategy
- Budget Governance & ROI Optimization
- Cross-Functional Leadership
- Distribution Channel Strategy

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.

- Own national marketing and commercial performance, driving revenue growth, market share expansion, and customer acquisition across multiple channels.
- Scale business performance by 160% YoY through restructuring go-to-market strategy, optimizing channel mix, and aligning execution with revenue targets.
- Achieve No. 1 category position with 47.4% segment share through competitive pricing strategy, brand positioning, and integrated omni-channel campaign execution
- Deliver above-target performance (112–119%) by optimizing full-funnel demand generation and strengthening CRM-driven customer engagement.
- Lead major product launches by integrating positioning, pricing, and channel readiness to maximize market impact.
- Manage \$15M+ annual marketing budget with direct accountability for ROI and performance optimization.

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 USD 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 lead-to-sales conversion by integrating CRM tracking with showroom processes and aligning campaign execution with dealer sales objectives

Group Marketing Analyst – Multi Brand Portfolio

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

December 2013 – May 2021

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

- Drove 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.
- Led go-to-market planning and competitive analysis for multiple Hyundai model launches, aligning national product strategy with volume targets and distributor growth plans.
- Delivered executive-level insights and forecasting analysis to support portfolio strategy, pricing alignment, and revenue planning.
- Led 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