

# Maged Mostafa, MBA



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## C-Level Executive

*22+ years' success leading business innovation for high-growth organizations*

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A skilled professional with expertise in driving business initiatives, providing executive leadership, orchestrating innovative business solutions, and maximizing profits. Demonstrated entrepreneurial abilities in launching cutting-edge products, winning marketing activities, and effective sales programs that generate accelerating revenue and high profit. Expert facilitator, with the knowledge and expertise to forge solid relationships with business partners and the ability to provide quality assurance and identify critical problems, hence utilize strategic planning and performance assessment to improve workflow and increase overall productivity.

### Highlights of Expertise

- Budgeting / P&L Accountability
- M&A and IPO Experience
- E-Commerce / Multimedia / SaaS
- Contract Development / Negotiations
- Electronics & Telecom Engineering
- Strategic Business Planning
- Team Building and Leadership
- Staff Development Programs
- Lean Operation Management
- Process Redesign / Change Management

## Career Experience

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ScribbleLive Technologies Inc., London, Dubai

*Providing quality leadership and efficient management of the P&L accountability, leading international teams throughout company offices in London, Amsterdam, Berlin, Munich, and Dubai to drive customer-base growth and partnerships with major brands, tech giants, and media agencies across the globe.*

### **MANAGING DIRECTOR – EMEA and Global Alliances (2016 to Present)**

As a member of the company's top executive team, actively participate in formulating broad strategies and initiatives to maximize market presence and achieve operational targets and business goals throughout the world. Provide executive leadership and guidance to marketing, sales, technical support, and customer success teams responsible for expanding the company's digital content SaaS business throughout Europe, MENA, and APAC regions, managing a team of 30 professionals and leading them to achieve stellar results.

- ◆ Ensured that we practice what we preach when it comes to transforming content into a competitive advantage through the power of applied data science, cohesive strategy, omni-channel orchestration, and meaningful reporting and analytics.
- ◆ Attracted some of the most capable and talented content strategists, authors, and producers to establish a regional content marketing team in Europe from scratch.
- ◆ Produced well-thought-through and fully-tailored microsites, blogs, online forums, e-books, mobile apps, and social pages, which enabled us to boost our demand generation engine and sustain a steady flow of qualified leads.
- ◆ Exceeded booking targets in EMEA by over 20% within the first six months of operation, while maintaining efficient profit and loss management for the business.

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- ◆ Surpassed revenue and profit growth estimates, improving client retention rates and ensuring continuous customer satisfaction.
- ◆ Secured new clientele, utilizing an effective organizational structure to promote needs assessment for a wider base of locations and markets, securing deals with reputable organizations such as Red Bull, Football League, ARD, RTL, Al Jazeera, Yahoo, Bundesliga, Sky, Nestle, and many other brands.
- ◆ Supported new product development, contributing to granular details of feature-sets, integrations, workflow enhancements and data-science plugins to respond to the growing customer desires.
- ◆ Drove communications with multiple organizational levels, utilizing strategic planning and analysis to establish effective content marketing and to design effective business development strategies to pursue new business opportunities.
- ◆ Collaborated with the corporate marketing team to fine-tune our messaging and unify our tone as we acquired content, digital marketing, and SEO technologies like Linkdex, Visually and Scompler.

ScribbleLive Middle East LLC, Dubai

*Successfully founded company presence throughout the GCC, Middle East, and Africa from Dubai resulting in location expansion and profit growth within multiple countries.*

#### **GENERAL MANAGER/DIRECTOR (2013 to Present)**

Provided entrepreneurial leadership and team building expertise in founding a new office located in Dubai to serve the region in a joint venture to extend marketing capabilities and the company's online software throughout additional regions.

- ◆ Effectively recruited, hired, trained and mentored teams to uphold the company mission and vision in promoting sales using efficient marketing tools.
- ◆ Engaged with well-known media companies to secure long term business relationships with SRPC, Al Jazeera, Emarat Al Youm, Al Bayan, Dubai Sports, and others.
- ◆ Facilitated portfolio management activities, streamlining processes to conduct marketing campaigns and brand awareness, successfully launching online audience engagement software.

Genesis Manazil Group, UAE

*Provided top executive-level leadership with full P&L accountability for all business activities, actively renewing operations, successfully expanding operations and increasing overall revenue and profit growth 600 times in less than five years.*

#### **CHIEF EXECUTIVE OFFICER (2010 to 2016)**

Held concurrent responsibility for full management and oversight of the implementation of turnaround initiatives to drive profit gains in sales offices within Abu Dhabi, Dubai, Doha, Cairo, and London. Tasked with developing acquisition and growth strategy, leading to exponential profit growth.

- ◆ Spearheaded revenue increases through the successful construction development of two factories and three construction firms located throughout the UAE.
- ◆ Initiated corporate leadership in managing all aspects of strategic planning and analysis, streamlining operations and introducing process improvements to become the lead producer of Cold-Formed Steel framing in the GCC.

- ◆ Reviewed and selected knowledgeable teams to assist the company in achieving goals and objectives to provide the public with quality, eco-friendly building, securing long-term business relationships and sustainability.
- ◆ Introduced strategic and tactical action plans, signing over 100 contracts and securing ERP and CRM systems to enhance communications.
- ◆ Provided full oversight within multiple large-scale projects, successfully securing the first MGO boards factory within the Middle East in Dubai Investment Park, and effectively completing projects for a diverse range of clientele such as Masdar City, TDIC, Tamouh, Trojan, KHx, Al Tayer, and more.
- ◆ Recognized for detail-oriented, technology solutions in addition to Green and Environmental Building, receiving awards such as the Big-5 Gaia Award (2014), B-Green Magazine Award including recognition at the World Future Energy Summit, and the Canadian Business Council.

Genesis TP Inc., Toronto, ON, Canada

*Promoted from Senior Vice President of Business Development to COO following the creation of successful marketing strategies and sales management.*

## **CHIEF OPERATING OFFICER (2006 to 2010)**

Facilitated effective strategic international marketing through the promotion of brand awareness in support of company goals throughout industry events and tradeshows while implementing SalesForce.com to ensure successful customer relationship management in executing business plans and financial models within the construction market.

- ◆ Actively recruited specially trained teams of sales managers responsible for effectively selling turn-key software and license the company light steel framing technology to a wide range of clientele.
- ◆ Targeted international marketing opportunities, facilitating industry networking to maximize strategic relationships with investors and entrepreneurs to implement new business throughout Eastern Europe, Russia, China, India, and the Middle East markets.
- ◆ Successfully closed 12 major licensing agreements within two years, securing tens of millions in licensing recurring royalty revenue.
- ◆ Coordinated the design of the company prospectus, providing sales management techniques resulting in an overall increase in international sales.
- ◆ Executed efficient leadership in managing a team of 30 directors and employees, functioning throughout various divisions including CAD/CAM and ERP software development, engineering, industrial technology, and professional service in addition to managing all aspects of marketing and sales through the Toronto location along with three international offices within the USA, Ireland, and Turkey.

## **VisualGate Systems Inc., Vice President, Sales & Marketing (2004 – 2006)**

- ◆ Designed and conducted a comprehensive market research to diagnose company's competitiveness in a very competitive CCTV Digital Video Recorders' market and to identify implicit opportunities in that business.
- ◆ Composed strategic marketing plan, action plans, and daily procedures; repositioned and re-priced current products and introduced two new product lines by forging alliances with larger electronics suppliers, in addition to coordinating closely with internal R&D and engineering teams for software integration, assembly and support.

- ◆ Hired and trained four Account Managers, set their compensation schemes and quotas, and directed them to achieve sales targets, reflecting 60% growth rate and adjusted margins improving profitability to 42%.
- ◆ Spearheaded production of all marketing and technical collateral, website, and e-commerce systems.
- ◆ Implemented and customized salesforce.com CRM platform to automate sales, marketing and support activities and trained teams on the system, resulting in improved performance and customer satisfaction.

## **Canada's Embassy in the USA, Consulate General in Buffalo (MBA Practicum) (2003)**

- ◆ Assisted Canadian companies drawing effective marketing strategies to expand into the US.
- ◆ Showcased investment opportunities in Canada to US companies focusing on Fortune 500.
- ◆ Recognized for outstanding performance and awarded a special prize from the Consulate.

## **ComdotCom Inc., Founder, General Manager (1997- July 2002)**

- ◆ Founded the company and achieved the vision of making it a leader in advanced software solutions, multimedia applications and games, and web development in Egypt with 40+ full-time employees, 200+ active clients.
- ◆ Directed and trained sales teams reaching record closing rates.
- ◆ Achieved 90%+ customer retention rate through a strategy of long-term partnership with clients.
- ◆ Managed large projects directly and applied Rapid Application Development and Reusable Components methodologies to optimize performance, designed project tracking and quality assurance procedures.
- ◆ Designed and implemented the first multi-lingual multimedia locally produced titles, E-Commerce retailer in the Middle East and the first regional web portal.
- ◆ Expanded company's markets in the Middle East, Europe and the USA via outsourcing and localization projects.
- ◆ Orchestrated the transformation of ComdotCom to a joint stock shareholding company in 2000.

## **Education & Credentials**

### **Master of Business Administration, Marketing, Information Systems, & E-Commerce**

*State University of New York, 2004 – GPA 3.93/4.0 - IIE Fulbright Scholarship*

### **Bachelor of Science, Electronics Engineering**

*Cairo University, 1995 – GP Distinction*

#### Certifications

- Microsoft Certified Professional
- Professional Project Manager

#### Skill Proficiency

- Business Software: SPSS; MS Office Suite; CRM and ERP Systems; MS Project
- Technology: SaaS Infrastructure; TCP/IP; Cloud Computing; Mobile Applications
- Design and Programming: MS Visio; MS SQL Server; Visual Basic; Web Development/ASP
- Languages: English –Fluent, Arabic –Fluent, French -Basic

## Awards

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- Elected to Beta Gamma Sigma and Who's Who among graduates of American Universities, 2004
- 'Top 20' Winner, Thunderbird Competition – Most Innovative MBA Team in the World, 2003
- Team Lead, 1<sup>st</sup> Place Winner, IBM Career Advantage Competition, 2003
- "Author of the Year" - Al-Ahram Newspaper, Egypt, authored, produced, and published an interactive multimedia CD and a quest game titled "Age of the Pharaohs" 1999
- 1<sup>st</sup> Place Winner, PC-World Magazine-Middle East, Best Graduation Project for "Oriental Musician for Windows" (program introducing ¼ tone pitches to the generic PC MIDI interface), 1995