

# ZAID BARRISHI

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Nationality: Jordanian



## CAREER SUMMARY

Results-driven Senior Digital Marketing Leader with 18+ years of experience driving digital business, brand growth, and customer engagement across multinational organizations in IEMEA. Proven expertise in digital strategy, performance marketing, CRM, data analytics, and e-commerce, with a strong record of managing multimillion-dollar budgets and leading high-performing teams to deliver business impact.

## EXPERIENCE

● June 2024 – Present

**Abbott ARDx, UAE**

**Head of Digital Marketing, EMEA**

- Managing the digital strategy, offering, and ecosystems for multiple world-leading health franchises in EMEA, focused on B2C and B2B.
- Key Achievements:
  1. Digitalization of business practices by launching CLM (Closed Loop Marketing) to enable advanced, fully interactive, and tracked product detailing and data integration.
  2. Spearheaded the organization's biggest creative/digital campaign, delivering a large set of commercial and digital tools, enabling measurable business and brand impact.

● June 2020 – June 2024

**Nestlé Nutrition, UAE**

**Head of Digital Marketing, MENA**

- Managed 3 digital ecosystems, housing 10 market-leading brands through 12 team members and several regional and international stakeholders, with an annual budget of USD 10M.
- Key Achievements:
  1. Increased brand equity and visibility by rebuilding and launching 2 websites achieving over 100% YoY growth in traffic and engagement.
  2. Maximized consumer acquisition and retention by developing the Data and CRM strategy, increasing first-party data capture by 200%+ YoY and doubling CRM and media response rates.
  3. Increased brand credibility and endorsement by spearheading a nano-influencer program generating 70% more brand mentions and 95%+ positive sentiment.

● May 2018 – June 2020

**Daniel Wellington, UAE**

**Head of Digital Marketing, Ecommerce, and CRM; IMEA**

1. Led the company's digital, ecommerce, and CRM strategy for IMEA.
2. Increased online turnover on DTC and marketplaces X3 with double the ROAS.
3. Built and mentored a cross-functional digital team across UAE and India (7 members).
4. Localized Digital Marketing efforts in IMEA by commissioning a digital agency locally. ([Link](#))

● December 2016 – May 2018

### **Samsung MENA HQ, UAE**

#### **DMP and Digital Manager, MENA**

1. Pioneered Samsung's first DMP rollout in the Middle East with Adobe and media partners.
2. Led the data-driven digital strategy across MENA, supporting the local markets with direction and guidance.
3. Championed growth and success measurement using Dashboards, Attribution Modelling, etc.

● January 2014 – December 2016

### **Starcom MediaVest Group (Publicis Media), UAE**

#### **Associate Director (Jan 2014 – Dec 2016)**

1. Led the agency's Cartier, MAF, OSN, and Tiffany&Co. digital accounts, managing the client relationship.
2. Trained and mentored several hybrid planners to advance their digital expertise.

● September 2012 – January 2014

### **Havas Digital Middle East, UAE**

#### **Digital Media Manager**

1. Led strategic digital planning for several clients including Emirates, LG, KIA, Air France-KLM, Reckitt Benckiser, and more.
2. Implementing Havas's dashboard solution 'Artemis' to centralize reporting and data analysis.

● February 2010 – September 2012

### **Omnicom Media Group, KSA**

#### **Digital Planning Manager**

1. Led the digital department at OMG KSA handling all OMD and PHD accounts including Mobily, Sony, Carlsberg Group, HP, Goody and more.
2. Planned and managed a substantial annual budget for Mobily across multiple digital channels.

● February 2007 – February 2010

### **Madison Digital (part of Publicis Groupe), Jordan**

#### **Online Media Planner and Buyer**

1. Started off as a media trafficker and gradually moved on to media planning for regional brands like Saraya Holdings, LG Levant, Jazeera Airways, Hilton Hotels, Zain Jordan, and others.

## **CORE EXPERTISE**

Digital Strategy and Transformation | E-commerce and DTC Growth | CRM and Data

Activation | Performance Marketing | Team Leadership and Capability Building | SEO/SEM

and Content Strategy | Brand and Campaign Management | Digital Analytics and Insights

| MarTech and Automation

## **EDUCATION**

B.Sc. Computer Information Systems

Al-Balqa Applied University, Jordan in 2006