



## Ghada Othman

### Specialist in Leading For Growth & Profitability

Over the last 20 years Ghada has had the opportunity to partner CEO's, Managing Director's and their senior leadership teams across 25 countries, in creating strategies that increase market share, brand awareness and profitability for their organisations.

Ghada's experience includes a comprehensive list of business and brand development initiatives such as:

- GTM Strategy Business Development
- Awareness & Change Management
- Distribution strategies
- Retail Management & Operational Excellence
- Market Research Development & Analyses

During her time with Newell Brands Middle East Ghada expanded the business model from export markets to developed markets. She proactively managed distributors and key networks across Middle East and Africa to assess each market and identify the ideal GTM model and strategies. She established 3 to 5 years strategic plans according to the needs of each market. During this time Ghada was able to achieve record ROI's by country through continual monitoring of yearly budgets, investments and the development of the distributors' setups in each country.

As the Senior Business Development Manager for L'OREAL Ghada's successfully analysed local markets of each GCC & Pakistan through the KPI's that she had developed. Also Ghada developed and implemented business plans and marketing strategies for L'OREAL Sales Academy and led the training and development of all L'OREAL sales teams.

Ghada made history within the retail industry in Egypt by being the first and youngest female GM Store in 2000.

As the Senior Business Unite Manager for Carrefour brands, Ghada clearly identified the department's strategy and negotiated with the team new products/brands that increased sales, developed greater market share by brand and achieved the highest profitability. Furthermore she collaborated with producers to export the local production to Carrefour Gulf countries whilst effectively managing ATL & BTL activities. Lastly Ghada success legacy within Carrefour was affirmed when single handily established Carrefour private labels department in Egypt, which paved the way to deliver on Carrefour's ambitious Egypt & GCC growth plan.

Today Ghada is a highly experienced and accomplished business development consultant that has a passion for developing leadership skills, market growth & profitability. Equipped with a comprehensive skillset of creating and managing effective marketing, sales, and business strategies coupled with outstanding leadership, training, presentation and communication skills, Ghada has the ability to transform organisations she works with.

With her consistent and proven track record in strategy development within a highly competitive national and international markets, Ghada assists her clients build relationships that promote synergy across business lines and global units to increase their revenue, profitability, and customer satisfaction while reducing costs.

Recently, Ghada has started a new mission of Empowering, Inspiring & Developing the mind set & skill set of 1M business women to lead and grow

### Areas of Expertise:

- Strategy & Business Development
- Revenue & Profit Growth
- International Distribution Network
- Retail Management
- Relationship Building
- People Development
- Forecasting & Planning
- Change Management
- Market Research & Analyses
- Diversity Management Style

### Organisations

- CEGO Middle East  
[WWW.CEGOME.COM](http://WWW.CEGOME.COM)
- Newell Brands
- L'OREAL
- Carrefour
- Metro Super Markets

### Qualifications & Education:

- ❖ INSEAD AMP July 2017
- ❖ Sales & Marketing American University in Cairo
- ❖ Bachelor of Science, Faculty of Archaeology
- ❖ L'OREAL Sales Academy