



“Driving Brand Growth
in a Digital, Yet Human World.”

my Work



George Gad

Digital Strategy & Integrated Marketing Leader
| 16+ Years Across EMEA | Omnichannel
Growth, Martech, AI, and Innovation

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Professional Profile

I'm a Digital Strategy & Integrated marketing leader with over 16 years of experience in the marketing and advertising industry—driving omnichannel campaigns, CRM activations, and business growth across EMEA markets. I specialize in leading cross-functional teams to develop data-driven, human-centered strategies that blend digital innovation with experiential marketing to build emotional connections, foster loyalty, and deliver measurable business results.

I leverage marketing technology platforms and AI-powered solutions to optimize performance, personalize customer experiences, and align marketing efforts with broader business objectives. My work has supported large-scale, innovative campaigns for global brands such as P&G, Nestlé, Imperial Tobacco, FrieslandCampina, and Essity—delivering results that enhance brand impact and commercial performance.

Finally, I've led the full development lifecycle of new digital products and services—from concept/design to pricing strategy and go-to-market execution.



Key Achievements



- Built and led EMEA regional team for digital and creative initiatives (2023–2025)
- Maintained TENA CRM account as a top revenue generator in Greece (2021–2024)
- Achieved 300% increase in Google AdSense revenues for BabySpace.gr (2023)
- Awarded Gold for the myparenthood.gr product launch, Mother & Baby Awards (2021)
- Pitched and secured ideation-stage approval for €100,000 investment as co-founder (2021)
- Won Nestlé Cerelac Egypt BTL contract, boosting client marketing budgets by 25% (2019)
- Managed and optimized \$2.5M+ in marketing budgets (2018)
- Navigated 25%+ annual inflation in Egypt by renegotiating salaries, budgets, and contracts (2017)
- Increased Egypt quarterly revenues by 90% through strategic management (2015)
- Secured P&G Pampers Lebanon BTL contract, marking entry into a new market (2015)
- Won Dettol Egypt school program, increasing marketing budget by 35% (2014)
- Rolled out Pampers' top MENA sampling program, reaching 900K Egyptian moms (2013)
- Successfully led the launch of company operations in Egypt (2012)
- Developed Davidoff account, reaching record-high budget (2010)





Mastering CRM & Loyalty Programs: My Key Role in TENA Greece program Success

Managing a loyalty program requires strategic execution, technological integration, and strong stakeholder collaboration. Through my leadership, the account remained one of the top 2 accounts in Care Direct for six consecutive years, fostering a strong client relationship and delivering measurable business impact.

[Mastering CRM & Loyalty Programs: My Key Role in TENA Greece program Success | by George Gad | Medium | Medium](#)





Building Authentic Engagement: My Journey Leading the Momtag Platform

Momtag is an innovative online community that connects brands with real moms to create authentic content on platforms like Instagram and TikTok. By sending real-size product samples to influential next-door moms, the service generates word-of-mouth promotion, fostering genuine connections between brands and moms at pivotal life stages.

[Building Authentic Engagement: My Journey Leading the Momtag Platform | by George Gad | Feb, 2025 | Medium](#)





BabyspaceXP: A Case Study in Gamified Parental Engagement

Bringing a child into the world is a transformative experience for parents, and during this period, they seek trusted information and products that align with their new lifestyle. Recognizing this unique opportunity, BabyspaceXP was developed as an innovative platform that connects consumer product companies with parents at the moment they need support the most.

[BabyspaceXP: A Case Study in Gamified Parental Engagement | by George Gad | Mar, 2025 | Medium](#)





From Scratch to Award-Winning: Building MyParenthood.gr

MyParenthood.gr started as an innovative idea to support and educate new parents through live, interactive masterclasses with healthcare professionals. Designed to overcome the limitations of COVID-19, the platform provided real-time guidance in gynecology, pediatrics, psychology, and other essential parenting topics.

[From Scratch to Award-Winning: Building MyParenthood.gr | by George Gad | Feb, 2025 | Medium](#)





The Power of Strategy and Content in Social Media Marketing: My Journey Leading Impactful Projects

In the ever-evolving digital landscape, social media plays a pivotal role in shaping brand identity, engaging audiences, and driving conversions. A well-crafted strategy combined with compelling content is crucial for brands and services to stand out in the crowded digital space. As a digital marketing professional, I have had the opportunity to lead and execute various social media projects that have successfully enhanced brand visibility, engagement, and customer loyalty.

[The Power of Strategy and Content in Social Media Marketing: My Journey Leading Impactful Projects | by George Gad | Mar, 2025 | Medium](#)





Pioneering CRM & Loyalty Campaigns in a Challenging Market: The Davidoff & ITH Success Story

Navigating the complexities of tobacco marketing requires a deep understanding of consumer engagement, compliance, and innovative strategies. Managing CRM and loyalty campaigns for Imperial Tobacco Hellas (ITH) involved a strong focus on data-driven marketing, first-party data collection, and multi-channel consumer engagement.

[Pioneering CRM & Loyalty Campaigns in a Challenging Market: The Davidoff & ITH Success Story | by George Gad | Feb, 2025 | Medium](#)





Bringing Hygiene Education to 300,000 Kids in Egypt – My Journey Behind the Scenes

In 2015, Dettol launched an ambitious educational program in Egypt, aiming to teach primary school children the importance of hygiene and proper handwashing techniques. As a key strategist and consultant for the project, I played a pivotal role in shaping its execution, overcoming logistical challenges, and ensuring its success. The initiative not only educated students but also fostered trust with parents, encouraged product trial, and built long-term brand loyalty.

[Bringing Hygiene Education to 300,000 Kids in Egypt – My Journey Behind the Scenes | by George Gad | Feb, 2025 | Medium](#)





Establishing the Largest Pampers Trial Program in the Middle East: A Case Study from Egypt

The Pampers Trial Program in Egypt was designed as a large-scale activation initiative aimed at influencing purchasing decisions through direct product sampling. This program strategically targeted new mothers at a pivotal emotional moment — immediately after childbirth — by providing them with free Pampers samples inside maternity wards across major Egyptian cities. By introducing the product at such a critical time, Pampers aimed to build early brand trust and long-term *customer loyalty*.

[Establishing the Largest Pampers Trial Program in the Middle East: A Case Study from Egypt | by George Gad | Feb, 2025 | Medium](#)





#Mamaeinai: A Two-Year Digital Strategy Case Study – My Role

#Mamaeinai was a multi-channel digital activation created to celebrate Mother's Day. Initially launched in 2022, it returned in 2023 with an evolved approach and expanded sponsorships. The centerpiece of both campaigns was an interactive poll at mamaeinai.gr, where participants shared what the word "mom" meant to them, posted their choice on social media, and submitted their information to enter a gift draw.

[#Mamaeinai: A Two-Year Digital Strategy Case Study – My Role | by George Gad | Feb, 2025 | Medium](#)





Data-Driven Growth Hack: Turning Insights into a Strategic Win for Babyspace.gr

In 2022, Babyspace.gr – a leading educational platform for parents under Care Direct – faced critical revenue stagnation despite stable traffic. With minimal client interest and constrained resources, traditional revenue streams such as display ads, native advertising, and email marketing were insufficient. Through advanced data analysis and strategic traffic acquisition, an untapped revenue opportunity was identified within Google AdSense.

[Data-Driven Growth Hack: Turning Insights into a Strategic Win for Babyspace.gr | by George Gad | Feb, 2025 | Medium](#)

