

# GEORGIOS GAD

Digital Strategy and Integrated Marketing Leader

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Website: <https://georgegad.com>

Portfolio: [\[Link\]](#)

## KEY ACHIEVEMENTS [\[Link\]](#)

- Built and led EMEA team for digital and creative initiatives (2023–2025)
- 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, driving 25% growth in company revenue (2019)
- Managed and optimized \$2.5M+ in regional marketing budgets (2018)
- Rolled out Pampers' top MENA BTL program, reaching 900K Egyptian moms (2013).

## EDUCATION

MBA - Business Administration

[Hellenic Open University](#) | (2013 – 2017)

MSc in Marketing & Communication

[Athens University of Economics & Business](#) | (2005 – 2007)

BSc. in Applied Mathematics

[University of Athens](#) | (1999 – 2005)

## CERTIFICATIONS

Google Analytics Individual Qualification

[Google Skillshop](#), Mar 2025

LinkedIn Marketing Strategy

[LinkedIn](#), Mar 2025

Sales Training for high performance

[HubSpot Academy](#), 2020

IBM Data Science Specialization

[Coursera](#), Jan 2019

## LANGUAGES

Greek - Native

English - C2 Level

French - C1 Level

# PROFESSIONAL PROFILE

**Digital strategy and integrated marketing leader with 16+ years of experience** in the marketing and advertising industry, driving omnichannel campaigns, CRM activations, and business growth across EMEA markets. Expert at leading cross-functional teams and blending data-driven, digital-first strategies with BTL marketing expertise to boost consumer engagement, build loyalty, and deliver measurable results. Proficient in leveraging marketing technology platforms and AI-powered solutions to optimize campaign performance. Proven track record of delivering large-scale, innovative marketing initiatives for global clients including P&G, Imperial Tobacco, Nestlé, and Essity. Experienced in managing the full development lifecycle of new digital products and services – from strategy to execution.

## KEY SKILLS

Digital Strategy & Innovation • Direct & BTL Marketing • Cross-Functional Team Leadership • Data-Driven Marketing & CRM • Client Relationship Management • Business Development & Market Expansion • Digital Product Development & Go-to-Market Strategy • Marketing Technology & AI Integration • Problem Solving

## PROFESSIONAL EXPERIENCE

### Head of Digital Strategy & Innovation | EMEA

[Care Direct](#) | Athens, Greece

Sep 2019 – Present

Leading Digital Strategy and Innovation across EMEA, driving omnichannel campaigns, CRM and loyalty programs, and regional market expansion. Managing cross-functional teams while advancing the adoption of marketing technology, automation tools, and AI platforms. Overseeing the end-to-end launch of new digital products and services, from concept to go-to-market execution and performance optimization.

### Entrepreneur in Residence

[Demium Startups](#) | Athens, Greece

Dec 2020 – May 2021

Selected for 6-month startup acceleration program. Participated in weekly sprints with startup experts. Developed a full startup strategy and go-to-market plan. Successfully passed ideation-stage approval and pitched for an initial €100,000 investment.

### Regional Marketing Manager | MENA

[Care Direct](#) | Cairo, Egypt

Jan 2015 – Aug 2019

Oversaw regional business operations for Egypt, Jordan, and Lebanon. Managed key marketing accounts (P&G, Nestlé, Reckitt Benckiser) and designed large scale omnichannel campaigns to drive consumer engagement through CRM, experiential marketing, and first-party data collection strategies. Led market expansion (Lebanon) and worked to integrate digital services into the company's portfolio and local culture.

### Country Manager

[Care Direct](#) | Cairo Egypt

Jan 2012 – Dec 2014

Assigned to establish and lead Egypt operations, managing the local project team and reporting directly to HQ. Oversaw key BTL client accounts (Pampers, Dettol) and drove business development. Managed financial operations and built strategic local partnerships. Developed marketing strategy for experiential, D2C, and data-driven activations.

### Marketing Account Manager

[Care Direct](#) | Athens, Greece

Oct 2008 – Dec 2011

Managed key marketing accounts in Greece (Friesland, SaraLee, Imperial Tobacco), delivering loyalty-driven BTL and D2C targeted campaigns. Supported Eastern Europe business development and contributed to the company's early digital service efforts.

## MARTECH SKILLS

Google Analytics • Google Tag Manager • SEMrush • WordPress • Dynamics365 • Zapier • HubSpot • Moosend • Google Ads • Meta Business Suite • SproutSocial • ChatGPT • MS Copilot • Python & SQL (Basic) • PowerPoint • Excel • Slack • Canva