

Ahmed Galal

Digital marketing leadership | Retail and e-commerce | EMEA and MENA

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Marketing leader connecting growth, customer experience and commercial decisions. Experience across healthcare, retail, sportswear and digital media, with regional teams, agencies and platform partners.

LEADERSHIP FOCUS

E-commerce growth · Team leadership · Retail media and vendor monetization · Full-funnel media · Marketing measurement · Executive reporting

PROFESSIONAL EXPERIENCE

Nahdi Medical Company | Feb 2025 to present

Digital Marketing Department Manager (Head of Digital Marketing)

Lead Paid Media, SEO, Social Media, Affiliate Marketing and Vendor Monetization, reporting to the CMO. Build in-house capabilities and coordinate cross-border teams, agencies and platform partners. Translate funnel, category and product analysis into investment and growth discussions.

Nike | Jan 2022 to Jan 2025

Digital Marketing Manager, EMEA eCommerce

Led full-funnel media across paid search, paid social and retail media. Worked with regional and global teams on measurement, performance analysis and executive reporting.

Aleph | Jan 2017 to Dec 2021

Performance Marketing Manager, MENA

Supported advertisers in retail, banking, real estate and healthcare. Developed campaign strategies and performance recommendations, and delivered advertiser training and workshops.

Yellow Media | Oct 2015 to Jan 2017

Digital Marketing Strategist

Planned and optimized digital campaigns at an Egypt Yellow Pages company, translating testing and reporting into lead-generation recommendations.

Andalusia Health Egypt | Sep 2014 to Oct 2015

Digital Marketing Specialist

Supported healthcare marketing through social media strategy, content and community management.

WORKING FLUENCY

GA4, Adjust, GTM, Looker Studio, Power BI, Supermetrics; Google Ads, Meta, TikTok, Snapchat, SEO and affiliate marketing. Attribution sources stay separate; net delivered revenue is the default business revenue KPI.

PUBLIC WORK AND RECOGNITION

Jury member, Effie Awards Saudi Arabia 2026 and Athar Awards 2026. Featured perspective in Emplifi's public Nahdi customer-care story.