

— A REGIONAL MARKETING & GROWTH LEADER

# Mostafa Sofy.

Marketing Leader / Growth Strategist / Agency Builder

Building brands, scaling agencies, and driving measurable growth across Saudi Arabia and Egypt since 2010.

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EXECUTIVE  
PROFILE  
· MS ·

EXECUTIVE

# Executive Summary.

**A regional marketing and growth leader** with 15+ years of operating experience across Saudi Arabia and Egypt — building agencies, leading performance teams, and translating strategy into measurable commercial outcomes.

Background spans **performance marketing, business development, and agency leadership** across multiple industries — from paints and publishing to advertising, analytics, and corporate services.

Trusted to enter new markets, structure operations, recruit talent, and build the systems that turn marketing investment into durable growth.

“I build the operating systems that move brands from campaigns to compounding growth.”

FOCUS AREAS

- Performance Marketing & Media
- Agency Building & Leadership
- Regional Business Development
- Brand Positioning & Market Entry

<p><b>15+</b></p> <p>YEARS OF OPERATING EXPERIENCE</p>	<p><b>02</b></p> <p>REGIONAL MARKETS · KSA &amp; EGYPT</p>	<p><b>08+</b></p> <p>SENIOR LEADERSHIP ROLES</p>	<p><b>∞</b></p> <p>MULTI-INDUSTRY GROWTH EXPERIENCE</p>
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DISCIPLINES

# Core Expertise.

Ten operating disciplines refined across a decade and a half of agency leadership, business development and regional growth work.

<p>01 <b>Performance Marketing</b> Designing measurable, ROI-led acquisition systems across paid media and digital channels.</p>	<p>02 <b>Growth Strategy</b> Translating business objectives into structured, multi-quarter growth roadmaps.</p>
<p>03 <b>Agency Leadership</b> Operating agencies end-to-end — from commercial pipeline to delivery and retention.</p>	<p>04 <b>Business Development</b> Opening new verticals, closing strategic accounts, and building durable revenue lines.</p>
<p>05 <b>Brand Positioning</b> Sharpening category narrative, value proposition, and visual identity for premium markets.</p>	<p>06 <b>Market Expansion</b> Entering and operationalising new geographies across Saudi Arabia and Egypt.</p>
<p>07 <b>Team Building</b> Recruiting, structuring and leading senior, cross-functional regional teams.</p>	<p>08 <b>Media Buying</b> Planning and steering paid media investment with a performance-first lens.</p>
<p>09 <b>Strategic Partnerships</b> Architecting partnerships that unlock new channels, clients and category authority.</p>	<p>10 <b>Operational Growth</b> Installing the systems, rhythms and reporting that compound results over time.</p>

2010 — PRESENT

# Career Journey.

A fifteen-year arc through publishing, paints, advertising, analytics, and performance — building toward regional managing director.

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2025 — Present	<b>Steps Saudi</b> Managing Director	RIYADH · KSA
2023 — 2026	<b>Infinity Performance</b> Country Manager	KSA
2023 — 2025	<b>Infinity Corp</b> Country Manager & Head of Business Development	KSA
2022 — 2023	<b>BirdMilk Advertising Agency</b> Head of Business Development	EGYPT
2021 — 2022	<b>Hive Analytics</b> Business Development Manager	EGYPT
2018 — 2021	<b>NSM+</b> Business Development Manager	EGYPT
2016 — 2018	<b>Viral Corners</b> Sales Manager	EGYPT
2014 — 2016	<b>Al-Jazeera Paints</b> Senior Projects Business Development	KSA · EGYPT
2010 — 2014	<b>Yellow Pages Egypt</b> Senior Business Developer	EGYPT

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IN PRACTICE

# Leadership & Impact.

Selected operating themes drawn from regional leadership across agencies, performance teams and business development organisations.

## REGIONAL OPERATIONS

- Led regional marketing operations spanning Saudi Arabia and Egypt as country manager and managing director.
- Built and managed high-performing, cross-functional teams across sales, media and delivery.
- Operated as senior executive sponsor across multi-industry client portfolios.
- Installed reporting, forecasting and pipeline discipline across regional units.

## GROWTH & PERFORMANCE

- Developed scalable growth strategies adapted to KSA and Egypt market dynamics.
- Delivered measurable, performance-focused marketing systems with ROI accountability.
- Architected strategic partnerships unlocking new verticals and recurring revenue.
- Supported agency growth and operational expansion across markets and disciplines.

15+ yrs

OPERATING EXPERIENCE

8+ roles

SENIOR LEADERSHIP MANDATES

02 markets

KSA · EGYPT

TWO MARKETS · ONE OPERATOR

# Building Growth Across Saudi Arabia & Egypt.

A regional operator with deep on-the-ground experience in two of MENA's most strategically important marketing economies.

— KINGDOM OF

## Saudi Arabia.

RIYADH · OPERATING BASE

Leading regional marketing and performance operations as managing director and country manager — building agency footprint, recruiting senior talent, and steering multi-industry client portfolios across the Kingdom.

- Country-level P&L & operational leadership
- Performance & media buying at scale
- Senior client & partnership ownership
- Regional expansion & market entry

— ARAB REPUBLIC OF

## Egypt.

CAIRO · ORIGIN MARKET

Fifteen years of business development and agency leadership across publishing, paints, advertising and analytics — the foundation for a performance-led, regionally-fluent operating style.

- Agency growth & commercial leadership
- Multi-industry account development
- Brand & positioning work for category leaders
- Senior business development mandates

### 01 · STRATEGY

#### Regional Playbooks

Market-specific growth plans grounded in local commercial reality.

### 02 · SYSTEMS

#### Performance Engines

Reporting, media and pipeline systems that compound month over month.

### 03 · PEOPLE

#### Senior Teams

Recruited, structured and led cross-functional regional teams.

### 04 · SCALE

#### Agency Footprint

Supported agency expansion across markets and disciplines.

— OPERATING PHILOSOPHY

# Marketing is not about random *campaigns*.

It's about building the right strategy, executing with precision, and creating systems that move brands forward.

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**Mostafa Sofy**

MARKETING LEADER · RIYADH · CAIRO