ZAID A. BARQAWI



COMMERCIAL, BRAND & MARKETING LEADERSHIP

PAPER, PRINT, TISSUE & FMCG · MIDDLE EAST, LEVANT & GCC

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PROFESSIONAL SUMMARY

Commercial, brand and marketing leader with over 20 years across the paper, print, tissue and FMCG sectors in the Middle East, Levant and GCC. Builds brands and the businesses that sell them: brand identities created from scratch, logos revamped, and full marketing campaigns run end to end, from strategy and creative through to direct media buying, for clients including Subway, Qatar Foundation and the Supreme Education Council of Qatar, alongside the production behind them in offset and digital print, packaging and carton design, apps and websites. On the commercial side, a record of doubling revenue, winning landmark institutional contracts, relaunching portfolios through modern trade, cooperative and B and C class channels, and leading teams of up to 30. Deep product expertise in cut size, copier, offset and specialty paper, with mill-floor knowledge of papermaking and roll-to-sheet converting built on visits to Mondi, ADNP, Crown Paper Mill and mills in the United States. Bilingual in Arabic and English.

SELECTED ACHIEVEMENTS

- Built brand identities from scratch and revamped existing logos across two businesses, then ran the campaigns behind them, strategy, creative, media buying and print production.
- Delivered end-to-end marketing campaigns for major clients including Subway, Qatar Foundation and the Supreme Education Council of Qatar, buying direct across multiple media channels.
- Developed a hypoallergenic facial tissue from base-sheet softness through to carton and pack design, positioned above competing brands on skin sensitivity.
- Doubled monthly sales from AED 2.4M to AED 4.8M at Metropolic Paper by initiating and driving the merger with Ittihad International Investment, owner of Crown Paper Mill.
- Grew monthly sales 15% from an AED 2M base relaunching a full food and non-food portfolio across modern trade, cooperative and B and C class channels, leading a 30-person operation.
- Won landmark UAE contracts in the facility-management channel, Dubai Mall, Ibn Batuta Mall, Marina Mall, Atlantis and Jumeirah Group, plus a nationwide Gems Schools contract.

CORE COMPETENCIES

- Brand Identity Creation, Logo Design & Repositioning
- Integrated Marketing Campaigns, Strategy to Delivery
- Direct Media Buying & Multi-Channel Planning
- Offset & Digital Print Production
- Packaging, Carton & Pack Design
- Web & Application Development
- Tissue & Paper Product Development
- Regional Sales & Commercial Leadership (Middle East, Levant & GCC)
- Modern Trade, Cooperative, B & C Class Channels
- Facility Management, HORECA & Institutional Accounts
- P&L, Margin, OPEX & SKU Rationalisation
- Paper Specification, Papermaking & Converting

PROFESSIONAL EXPERIENCE

Three Stars Foam Factory — Sharjah, UAE · 2025 – 2026

Export Manager, International Business Development

- Led export market development across the GCC and international territories, market visits, distributor identification and commercial planning completed; rollout held pending regional conditions.

Al Oufouk Trading Co. — Dubai, UAE · 2020 – 2025

Business Development Consultant

- Led tissue product development end to end, base-sheet softness through to carton and pack design, producing a hypoallergenic facial tissue positioned above competing brands.
- Rebranded the full food and non-food portfolio, creating new brand identities and revamping logos, then rebuilt costing and pricing architecture to protect margin while growing volume.
- Specified and managed the offset print production behind the packaging and point-of-sale material.
- Negotiated supply and distribution agreements with principals including IFFCO, Emirates Macaroni and RS Olive Oil.
- Secured re-registration across all UAE cooperative societies and held head-office relationships with Carrefour and Spinneys, covering modern trade and the B and C class channels, and leading 30 people within a Japan Tobacco International network of 6,500 retail doors.

Metropolic Paper Industries — Dubai, UAE · 2017 – 2019

Business Development Manager

- Initiated and drove the merger with Ittihad International Investment (owner of Crown Paper Mill), clearing all outstanding debt and doubling monthly sales from AED 2.4M to AED 4.8M.
- Won the facility-management channel: Dubai Mall through Farnek, Ibn Batuta Mall through Dussmann, and Marina Mall, Atlantis and Jumeirah Group through Wadi Tuffah Trading.
- Reduced the range from 120 SKUs to 60 and cut OPEX 25% via machine optimisation and appointing a national distributor for the tissue brand.
- Restructured sales into dedicated Retail and Away-from-Home divisions, each under its own head with discrete targets and KPIs, a combined team of 15.
- Commissioned a custom CRM, running the requirement across all department heads and managing the external developer, delivered for AED 125K, a fraction of enterprise CRM licensing.

Galaxy Paper Industries — Dubai, UAE · 2014 – 2016

Sales & Marketing Manager

- Developed the Auto-Cut range with ADNP's technical laboratory, benchmarking against European product until it met international standard, growing sales from 20,000 to 60,000 cartons per month.
- Built and managed the facility-management channel across the UAE and wider GCC, alongside HORECA and institutional accounts, leading a team of five sales executives.
- Won the division's largest contract of the year, supplying all Gems Schools with auto-cut dispenser systems through ADNH Compass.

A-Z Creative Printing & Trading — Dubai, UAE / Jordan / Qatar · 2009 – 2014

Business Development Manager

- Created brand identities from scratch and revamped existing logos for commercial and institutional clients including Subway, Qatar Foundation and the Supreme Education Council of Qatar.
- Planned and delivered large marketing campaigns end to end, dealing directly with media buyers to book across multiple channels.
- Produced the work behind the brands, offset and digital print, and built the supporting apps and websites.
- Managed international client portfolios across the UAE, Jordan and Qatar.

Kilani Group · · ·