

Eng. Ahmed Helmy.

Executive Director / Marketing, Digital & Technology

Saudi Market Growth • Agency Leadership • Digital Transformation

Riyadh, Saudi Arabia

info@ahmedhelmy.me / [+966 54 417 6027](tel:+966544176027)

AhmedHelmy.me / [linkedin.com/in/ahmed11198](https://www.linkedin.com/in/ahmed11198)



SCAN QR



Inside Portfolio.

01	THE EXECUTIVE	Snapshot, value, timeline, current role.	03 – 07
02	THE LEADERSHIP	Scope, capabilities, Saudi market, sector spread.	08 – 11
03	THE WORK	Five case studies. Five sectors. Five proofs.	12 – 17
04	THE BUILDS	Twenty live websites. Email design portfolio.	18 – 23
05	THE CAMPAIGNS	Four marketing case studies. Four ad platforms. Verified dashboards.	24 – 31
06	THE SYSTEM	My operating model. The connected tech stack.	32 – 33
07	THE CASE	Achievements. Identity. Testimonials. The argument.	34 – 38

Eight years, with Eight numbers.

8+

YEARS LEADING
MARKETING &
TECH

21

MULTI-
DISCIPLINARY
TEAM MEMBERS

120+

MENA Client
Engagements
Delivered

550K

Monthly Managed
Media Budget

32+

Websites & E-
commerce
Platforms
Delivered

12+

AI Automation &
Workflow Systems
Built

87+

Campaigns
Launched &
Optimized
Quarterly

18-22

Active Client
Accounts
Managed Monthly

Built to scale.

“I build scalable growth infrastructure for brands combining marketing strategy, performance media, web platforms, and AI automation.”

Currently serving as **Executive Director of Creative Era Agency in Riyadh**, leading an active portfolio of **18–22 client accounts**.

Combines a Computer Engineering foundation with executive-level commercial fluency across B2B and B2C growth, integrated marketing, e-commerce, and AI-powered automation.

21

Multi-disciplinary team

Marketing, dev, creative, ops.

SAR

550K

Monthly media budget

Managed across paid channels in KSA.

120+

Client engagements

Delivered across MENA in 8+ years.

Five Pillars. One Growth System

How I connect strategy, technology, performance, operations, and market insight into measurable business growth.

01

Strategy

Marketing and growth strategy tied to commercial outcomes — not vanity metrics.

02

Technology

Web, e-commerce, and AI workflow & automation delivered to the same standard as marketing.

03

Performance

Hands-on media buying, conversion optimization, and tracking infrastructure with high analytics.

04

Operations

Cross-border agency and team leadership across Saudi & Egypt GCC Market Expansion

05

Saudi & GCC Market

Saudi-market experience with Vision 2030 alignment, and Etimad.

Builder to Leader Journey.

FEB 2018 – AUG 2022



Primavera Marketing Agency

Performance Marketer & Web Developer / Alexandria, Egypt

Built the foundation in media buying, WordPress, SEO, and client campaign execution.

AUG 2018 – OCT 2020



ON Marketing

Marketing Manager / Alexandria, Egypt

Managed marketing operations, content planning, and campaign execution for local clients.

JAN 2023 – DEC 2024



Yucca Marketing & Software

Executive Director / Riyadh & Alexandria

Led agency operations, client growth, web delivery, and multi-channel marketing across Egypt and KSA.

JAN 2025 – PRESENT



Creative Era Agency

Executive Director / Riyadh, Saudi Arabia

Leading Saudi-based growth, marketing, digital transformation, AI automation, and agency operations.

CURRENT

Creative Era Agency.

Executive Director / Jan 2025 – Present / Riyadh, Saudi Arabia

21

TEAM
MEMBERS

18–22

CLIENT
ACCOUNTS

SAR 550K

MONTHLY
MEDIA
SPEND

SCOPE OF RESPONSIBILITY

- Registered Director on the Saudi commercial registration
- Prepare Etimad Plans and Proposal
- Etimad-accredited for government and semi-government tender response
- Vision 2030-aligned engagements with major Saudi entities
- Lead business development, partnerships, and high-value proposals
- Direct integrated campaigns across Google, Meta, TikTok, Snapchat, LinkedIn
- Oversee web, e-commerce, AI, and automation delivery end-to-end

What sits on my desk.

Team Management

21 cross-functional staff: marketing, creative, dev, accounts, ops.

Client Portfolio

18–22 active accounts across government, semi-government, private sector.

Campaign Management

Multi-channel paid media in the SAR 550–650K monthly range.

Proposal Development

Etimad tender response, technical and financial proposals.

Project Delivery

Web, e-commerce, AI, and creative production from brief to launch.

Operational Reporting

Financial reporting, KPI dashboards, structured client cadences.

Vendor & Partnerships

Strategic partner negotiations and cross-functional coordination.

Cross-Border Teams

Distributed delivery across Riyadh and Alexandria operations.

Where I move the needle.

01

Marketing Strategy & Growth

Brand positioning, market entry, B2B/B2C growth plans, KPI frameworks, and campaign direction.

02

Performance & Media Buying

Multi-channel paid media across Google, Meta, TikTok, Snapchat, LinkedIn, SEO, and retargeting funnels.

03

Web & E-commerce Development

Conversion-ready websites, landing pages, Shopify, Salla, WooCommerce, tracking, and bilingual UX.

04

AI Automation & CRM

AI agents, chatbots, WhatsApp automation, email workflows, CRM pipelines, and lead handling systems.

05

Events & Exhibitions

Lead generation funnels, sponsor proposals, exhibition campaigns, on-ground activations, and event operations.

06

Business Development

Etimad exposure, tender responses, technical and financial proposals, partnerships, and client acquisition.

Built for KSA. Operating from Riyadh.

ETIMAD ACCREDITED

**Operating inside the market,
not from a distance.**

Vision 2030 Alignment

Engagements aligned with Vision 2030 entertainment, lifestyle, transport, and municipal pillars.

Bilingual Localization

Arabic / English creative, content, and conversion-optimized digital assets.

MAJOR SAUDI ENGAGEMENTS

- General Entertainment Authority (GEA)
- Public Transport Authority
- Royal Commission for Jubail
- Riyadh Boulevard — Korean Village

CAMPAIGN CHANNELS DEPLOYED

Google Ads

Meta Ads

TikTok

Snapchat

LinkedIn

SEO

Nine Sectors. One Operator.

Government & Semi-Government

GEA, Public Transport Authority, Royal Commission for Jubail, Riyadh Boulevard — Korean Village

F&B & Restaurants

Nobles, Chef Eyad, AlMousalli, PappaRoti, Meetmoot, The Five Burger, Soliman Coffee

Hospitality

NAS Hotel KSA, San Giovanni Hotel, DV Holidays

Real Estate

Kinaz & Mayar Residential Projects, Tio Complex Egy, Dubai Properties

E-commerce

Bochery Cosmetics, So Cosmetics, Legend Aim Store, Lavender Carpets

Gaming & Retail

GameSir Saudi Arabia

Exhibitions & Events

Jewel Festival, Made in Saudi EXPO, SIDMC EXPO, Saudi Media Forum

Professional Services

TEEC Engineering, Safwa HR, Volt Point, Naqel Almusanada, DV Holidays

Technology

Ebhar Technology, Noor Aleman Academy, Oman Rent Systems

The brands.

A selection from 120+ MENA engagements.

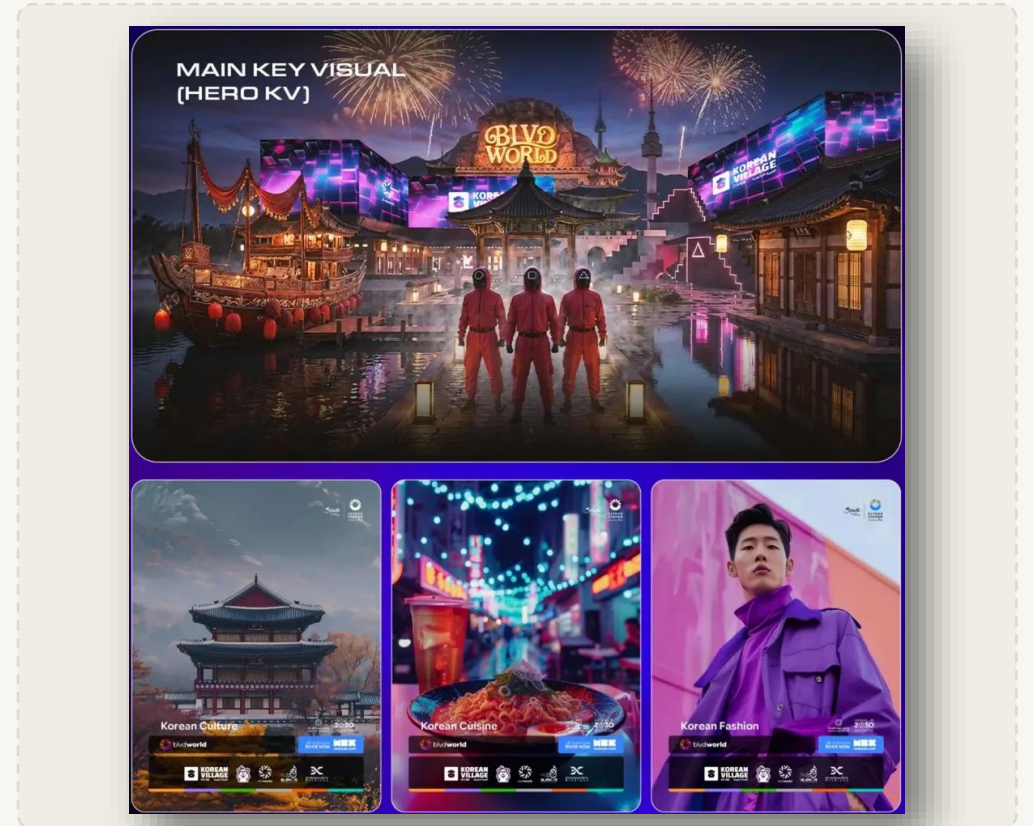


Government & Semi-Government.

CLIENT / SECTOR

General Entertainment Authority (GEA), Public Transport Authority,
Royal Commission for Jubail, Riyadh Boulevard — Korean Village

- CHALLENGE** Deliver integrated marketing, creative, and digital execution for major Saudi government and semi-government entities through formal procurement channels.
- ROLE** Executive Director — Etimad accreditation lead; tender response owner; commercial and delivery sponsor across all engagements.
- SOLUTION** Led technical and financial proposals, end-to-end delivery across campaigns, activations, content, and digital infrastructure; aligned executions to Vision 2030 entertainment and lifestyle pillars.
- IMPACT** Established the agency as an active Etimad-registered government supplier and built a repeatable model for public-sector engagements.
- TOOLS** Etimad • Integrated paid media • Creative production • On-ground activation



F&B & Hospitality Growth.

CLIENT / SECTOR

Nobles, Chef Eyad, AlMousalli, Meetmoot, PappaRoti, San Giovanni Hotel, Soliman Coffee, NAS Hotel, Pastry Station, TheFive, Shimmers

- CHALLENGE** Drive brand awareness, footfall, conversions, and digital orders across multi-location F&B and hospitality brands in KSA and Egypt.
- ROLE** Executive lead on portfolio strategy, paid media, creative direction, and reporting; managed the cross-brand media-buying engine.
- SOLUTION** Integrated campaigns across Meta, TikTok, Snapchat, Google, chatbot integrations, and influencer activations; refreshed creative aligned to seasonal calendars.
- IMPACT** Managed media-buying campaigns exceeding SAR 500K over six months. Improved digital presence, lead generation, and sales across delivery, dine-in, and stay channels.
- TOOLS** Meta Ads • TikTok • Snapchat • Google Ads • WhatsApp • Chatbots

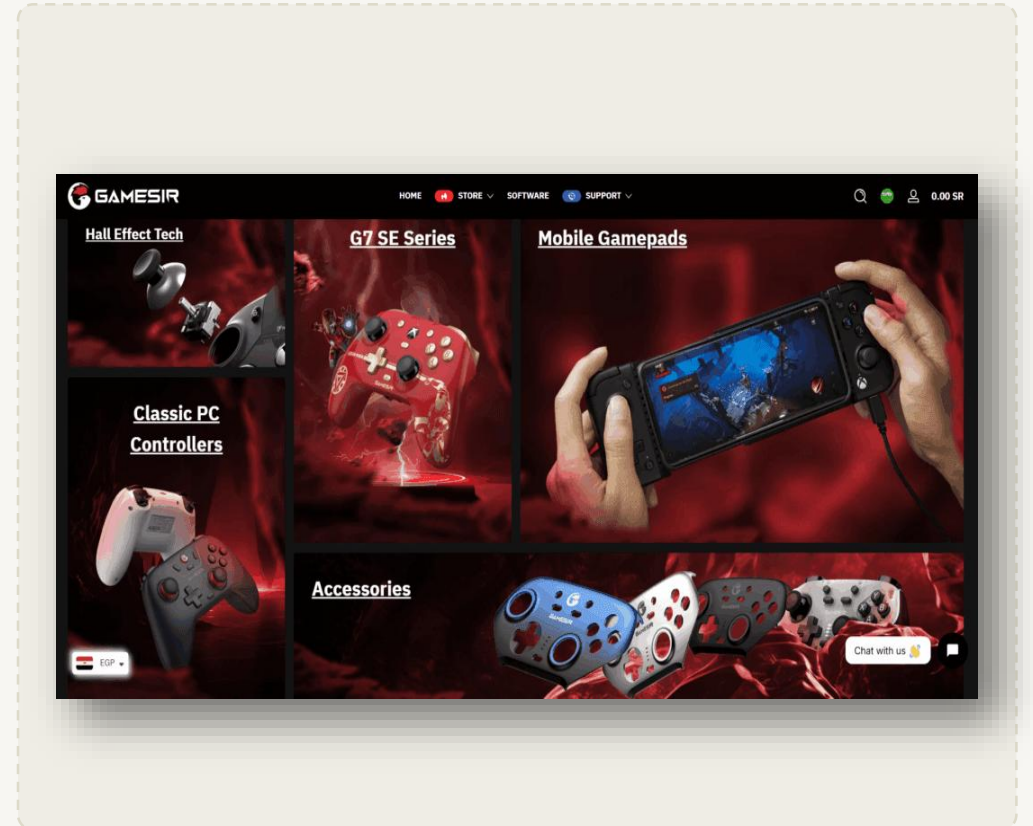


Gaming & E-commerce.

CLIENT / SECTOR

GameSir Saudi Arabia / Gaming accessories — distribution and direct-to-consumer e-commerce

- CHALLENGE** Support distribution growth and digital sell-through for a gaming accessories brand entering and scaling in the Saudi market.
- ROLE** Executive lead on positioning, e-commerce build, and the performance marketing engine; coordinated retail-distribution alignment.
- SOLUTION** Developed and launched a Shopify e-commerce platform with conversion tracking; built performance campaigns and funnel optimization tailored to the Saudi gaming community.
- IMPACT** Strengthened brand visibility within the Saudi gaming community and supported channel growth across e-commerce.
- TOOLS** Shopify • Salla • Meta Ads • Google Ads • TikTok • GA4



Website & Digital Platforms.

CLIENT / SECTOR

Bochery Cosmetics SA, Legend Aim Store, TEEC, Naqel Almusanada, DV Holidays, Noor Aleman Academy, Ebhar Technology, La Vander, So Cosmetics, NAS Hotel KSA

CHALLENGE

Deliver production-ready websites and e-commerce stores with strong UX, conversion tracking, and bilingual Arabic / English support.

ROLE

Executive lead on delivery — discovery, scoping, UX, build, QA, and post-launch; bridged marketing and technical execution.

SOLUTION

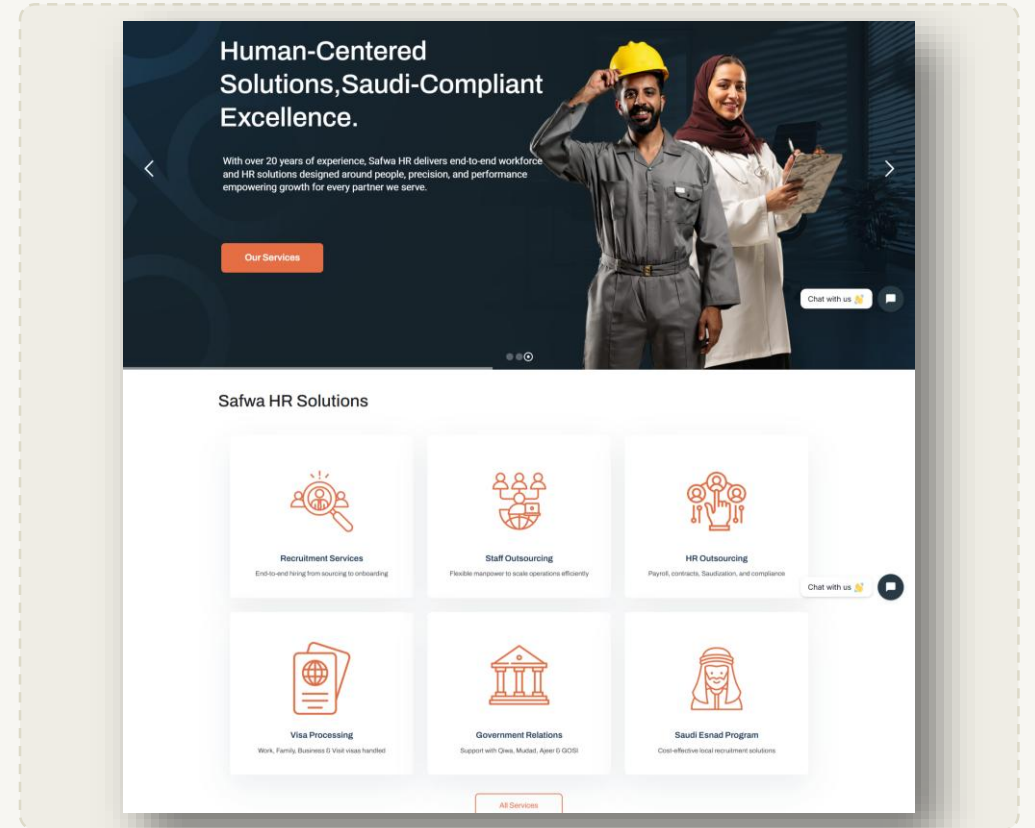
Full delivery on WordPress, WooCommerce, Shopify, and Salla; integrated Elementor, Crocoblock, WPML, GA4, GTM, and Meta Pixel.

IMPACT

Launched 12+ scalable digital platforms with improved tracking accuracy and a stronger foundation for paid media and SEO growth.

TOOLS

WordPress • WooCommerce • Shopify • Salla • Elementor • WPML

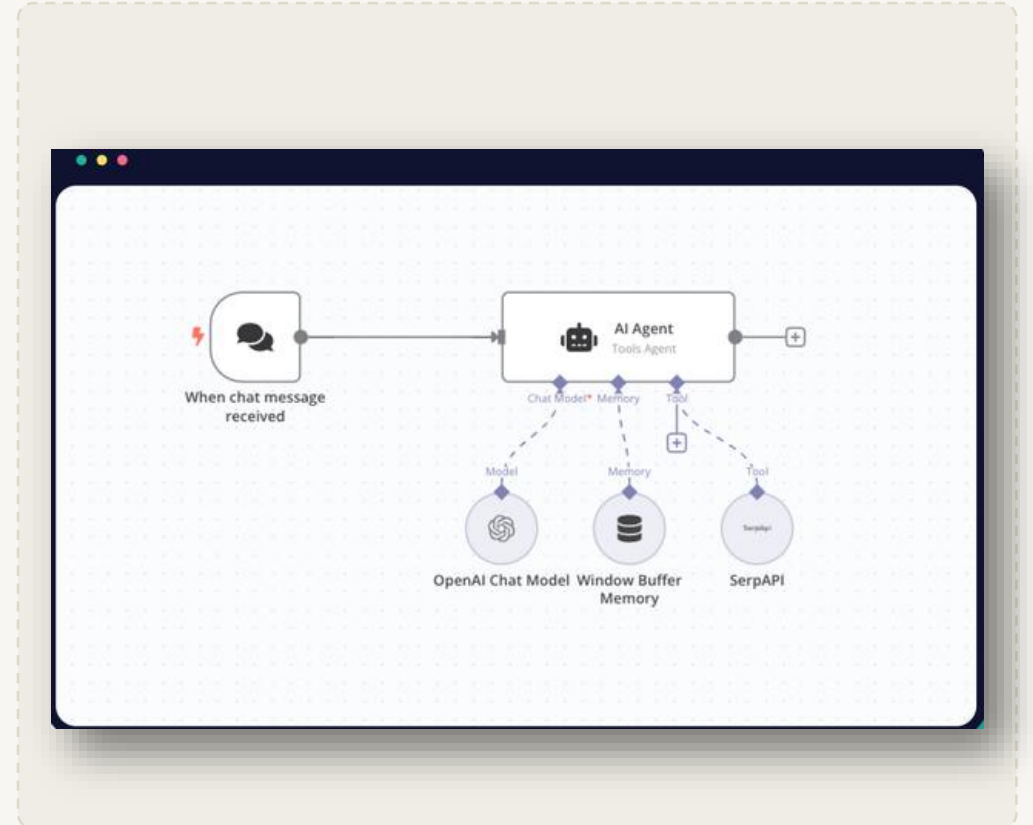


AI Automation & Chatbots.

CLIENT / SECTOR

Cross-Industry — flagship deployment for GameSir Saudi Arabia, plus F&B, e-commerce, and professional services clients

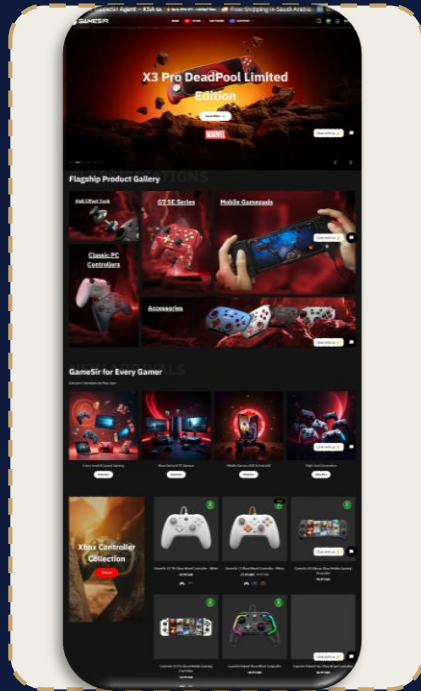
- CHALLENGE** Reduce manual workload in lead handling, customer service, and content operations across multiple client verticals.
- ROLE** Executive lead on the AI and automation practice — solution design, vendor selection, deployment, and client rollout.
- SOLUTION** Built AI-powered chatbots, AI agents, WhatsApp and email automation, and CRM workflows tailored to each client's funnel.
- IMPACT** Improved response times, supported higher conversion rates, and built scalable marketing infrastructure that reduced client servicing cost.
- TOOLS** Make.com • n8n • Botpress • WhatsApp API • HubSpot



Website Development

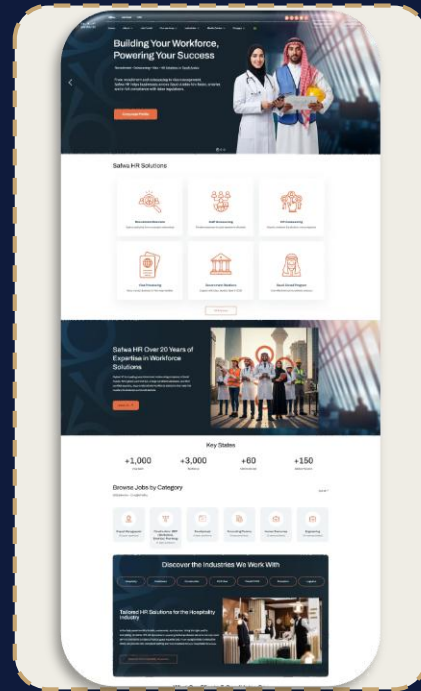
15 / WEBSITE DEVELOPMENT

Game Sir SA



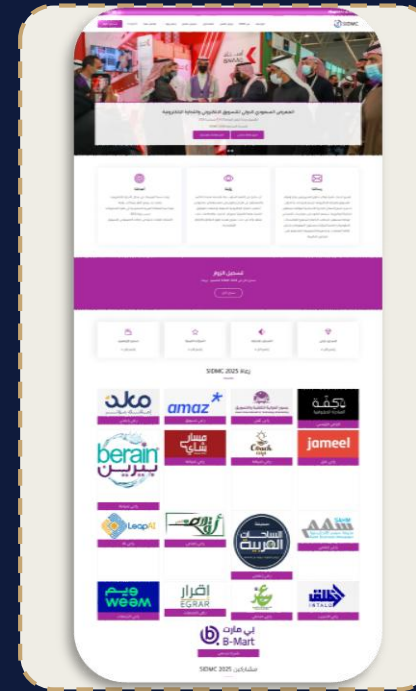
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Safwa HR



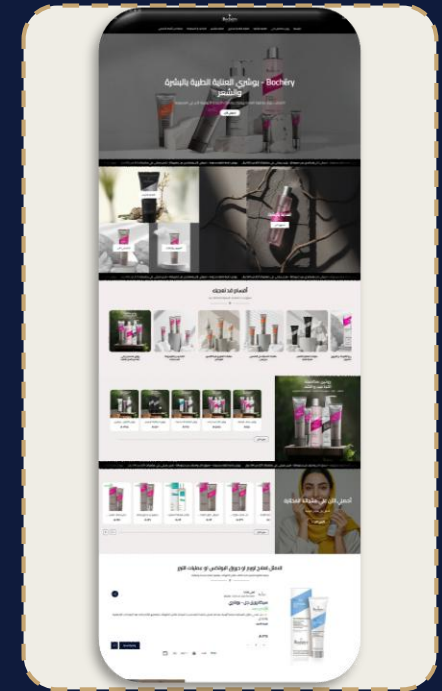
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Sidmc Expo



[Click Here](#)

Bochery SA

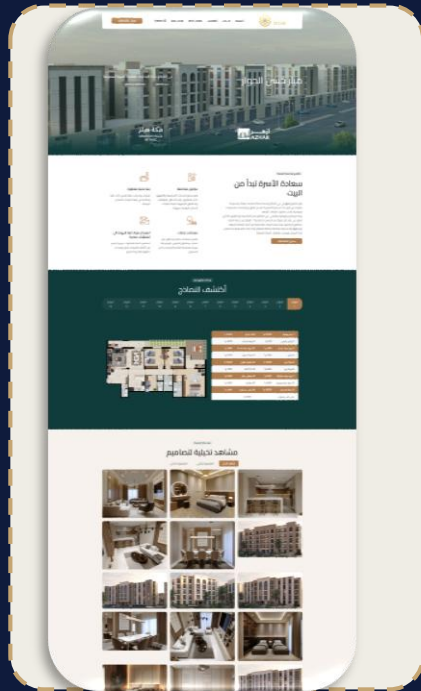


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Website Development

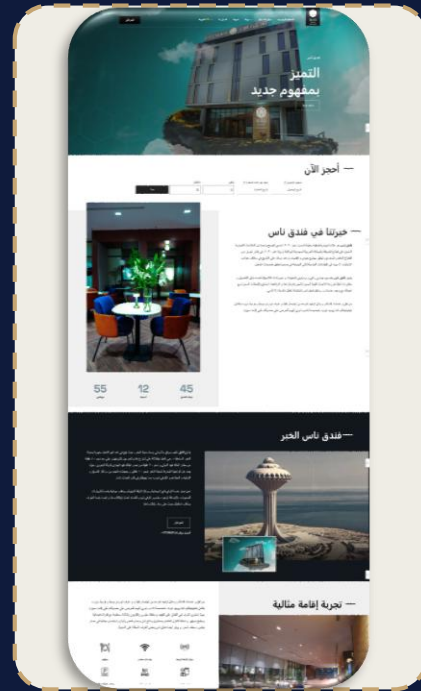
15 / WEBSITE DEVELOPMENT

Mayar Project



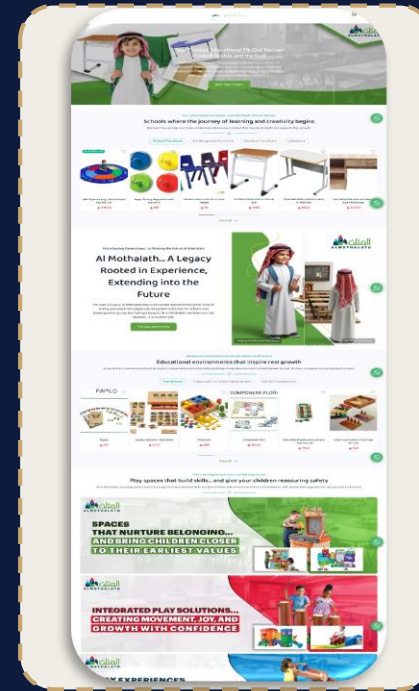
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Nas Hotel



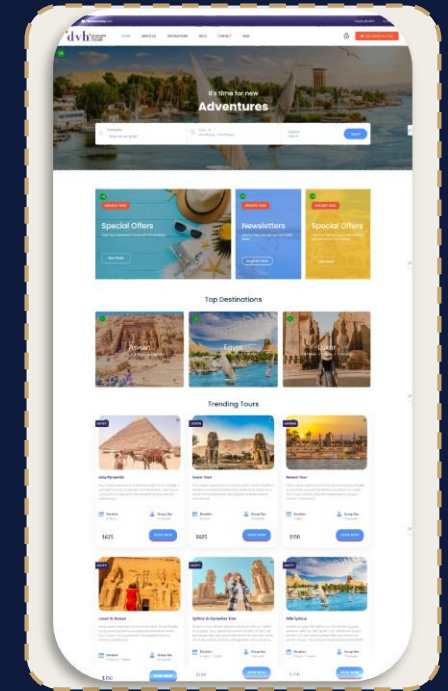
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Almothalath SA



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DVH Holidays

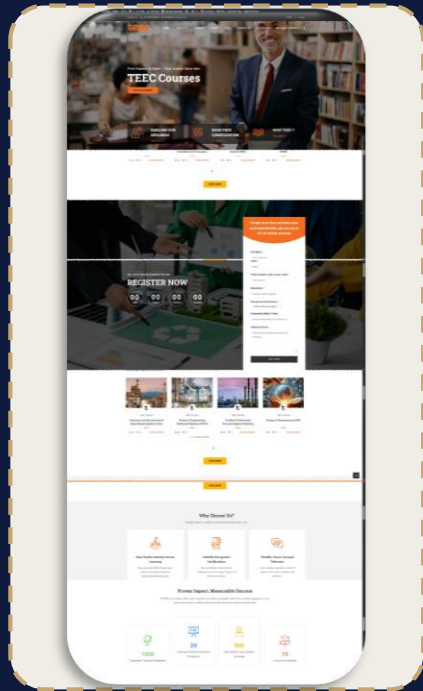


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Website Development

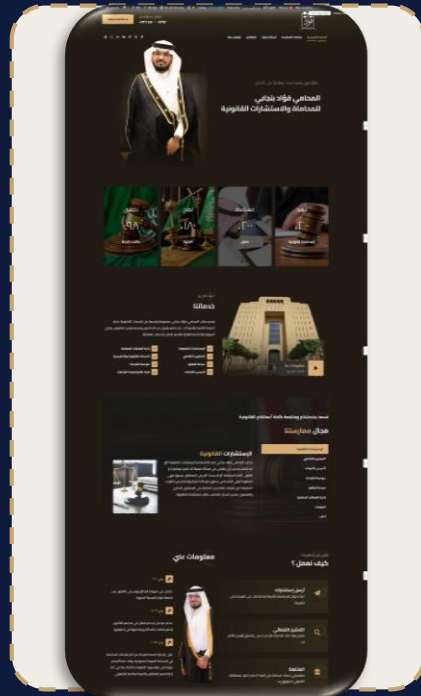
15 / WEBSITE DEVELOPMENT

Tec Courses



[Click Here](#)

Fouad Lawer



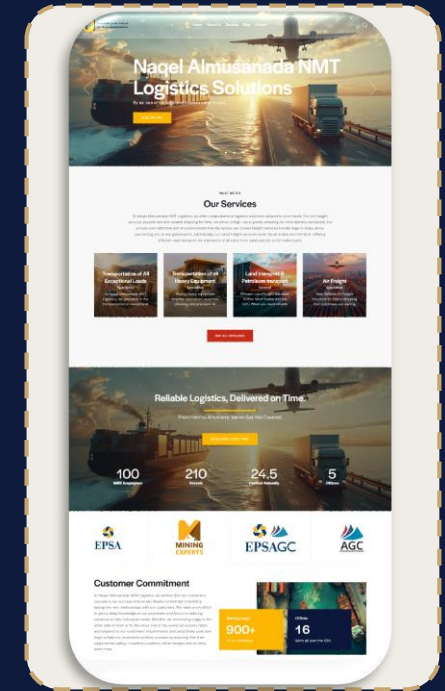
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Legend Aim



[Click Here](#)

Naqel Almusanada

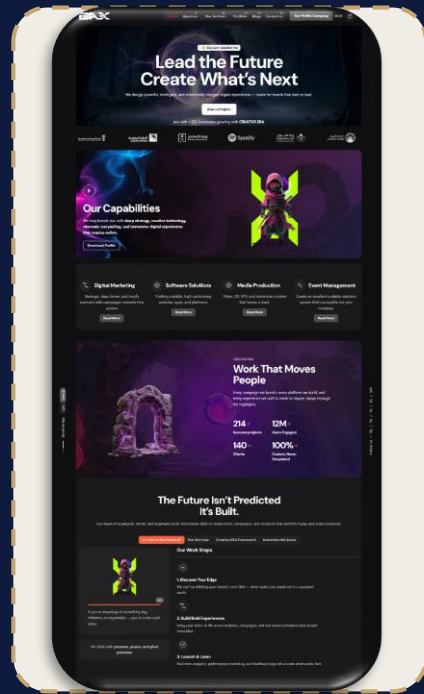


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Website Development

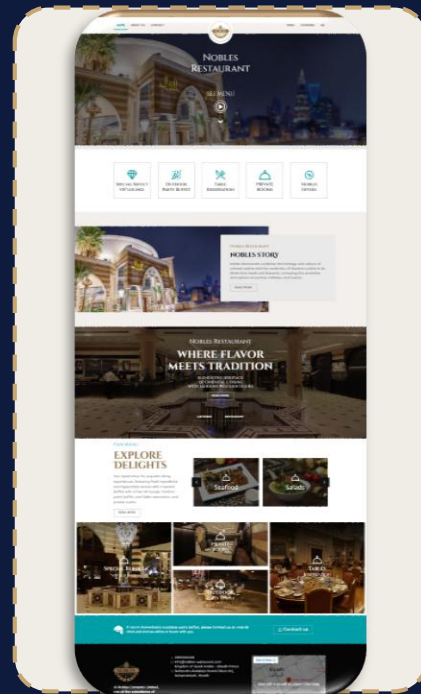
15 / WEBSITE DEVELOPMENT

Creative Era Agency



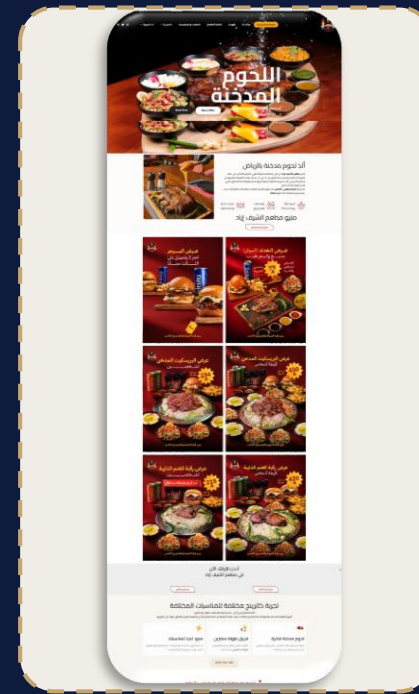
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Nobles Restaurant



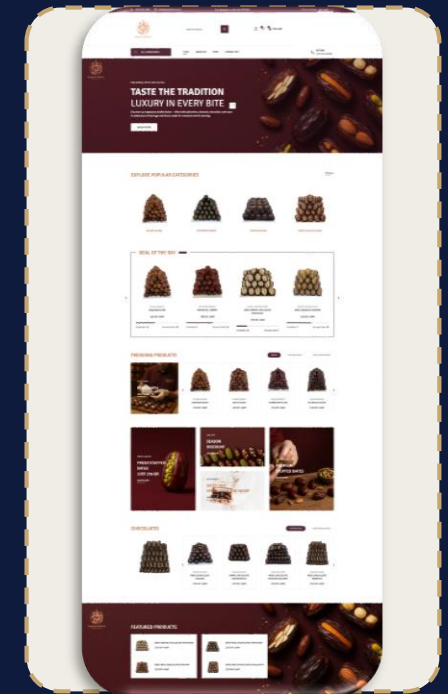
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Chef Eyad Restaurant



[Click Here](#)

Tamrah House

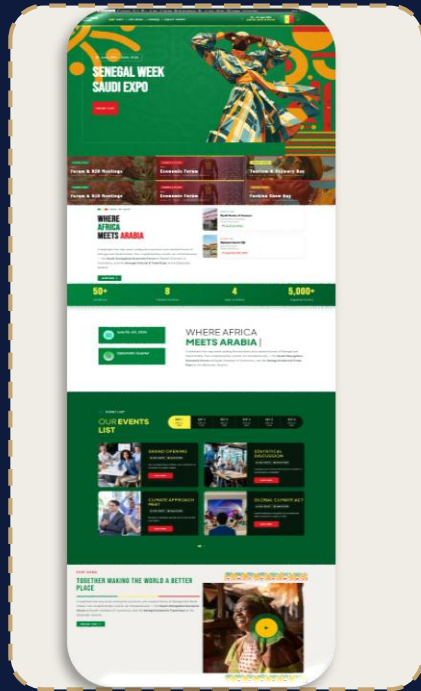


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Website Development

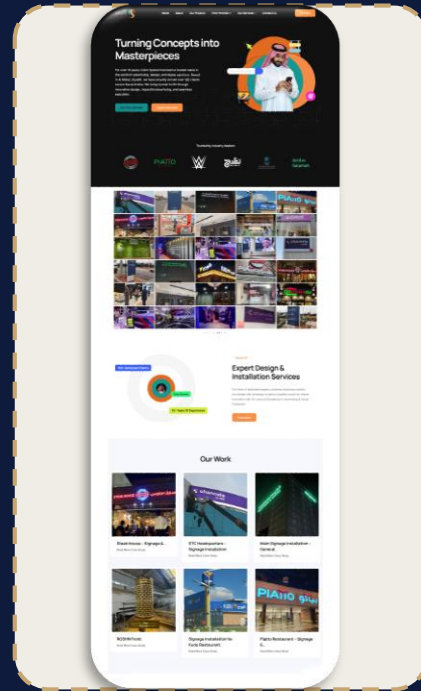
15 / WEBSITE DEVELOPMENT

Senegal Expo



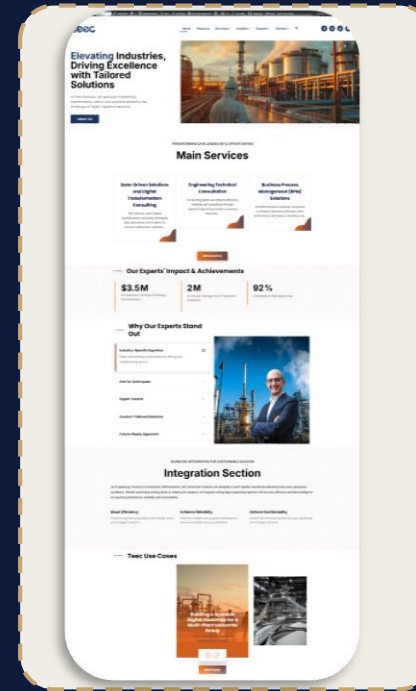
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Color System Agency



[Click Here](#)

Teec Business



[Click Here](#)

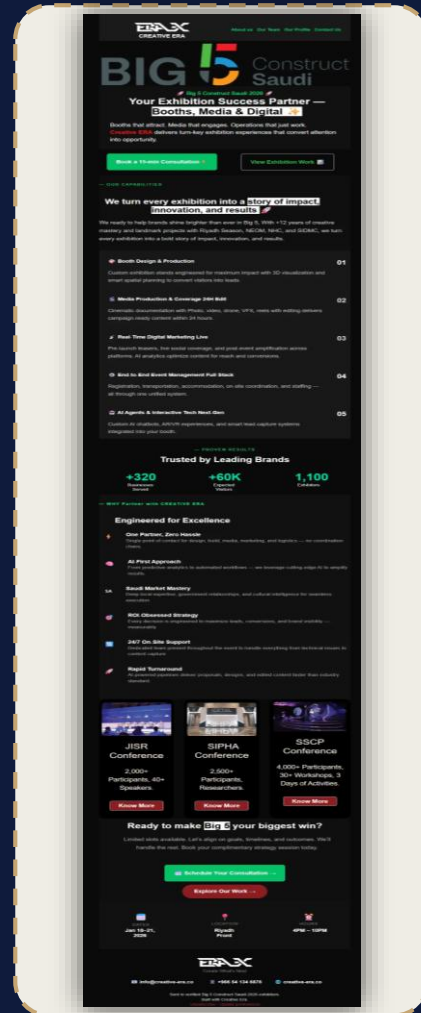
Jumbo Souq



[Click Here](#)

Inbox Ready.

15 / Emails



Marketing Campaigns.

Kinaz & Mayar Residential Projects

13%
**LEAD-TO-SALE
CONVERSION**



Units Sold.

321 ACROSS 2
PROJECTS



Media Buying. ●●●

Multi-channel paid media. SAR 50K spend across 3 months. 1,200+ qualified leads captured and routed to sales.

Buyer Content. ●●●

Project explainer videos, unit comparisons, neighborhood guides, and Arabic-first storytelling for KSA homebuyers.

Lead Operations ●●●

Social media managed alongside the sales team. Inbound leads qualified, routed, and followed up within 24 hours.

Marketing Campaigns.

Nobles Restaurant



[See Full Case Study](#)



4.9X ROAS

Monthly Sales.

SAR 1.2 M



Media Buying. ●●●

Multi-channel paid media on Meta, TikTok, Snapchat, Google. SAR 150K spend over 6 months. 4.9X average ROAS.

Content & Creative. ●●●

Premium food photography, plate styling, and seasonal menu campaigns. Arabic-first storytelling for KSA diners.

Automation. ●●●

WhatsApp ordering, chatbot reservations, email marketing, and CRM workflows. Cut response times. Lifted repeat orders.

Marketing Campaigns.

Chef Eyad Restaurant



Sales Report Wednesday, December

Chef Eyad

Sales Branches

Daily Sales without VAT		MTD
Tahliah	32,662	949,486
Al-Khaleej	9,700	295,129
AL Khobar	19,754	540,987
DST	62,116	1,785,601

Sales Report Saturday, January 31,

Chef Eyad

Sales Branches

Daily Sales without VAT		MTD
Tahliah	33,755	928,375
Al-Khaleej	14,174	285,842
AL Khobar	11,817	519,390
DST	59,747	1,733,607

5.4X ROAS

Monthly Sales.

SAR 950 K



Media Buying.

Multi-channel paid media. Meta, TikTok, Snapchat, Google. SAR 180K+ in 6 months.

Content.

Reels, TikTok shorts, photography.
Arabic-first scripts, KSA cultural angles.
4-week content calendar per branch.

Email & WhatsApp & Website Development.

Branded website on WordPress.
WhatsApp ordering with chatbot.
Email campaigns via SMTP. CRM-tracked.

Marketing Campaigns.

PappaRoti Egypt



[See Full Case Study](#)

4.4X ROAS

Monthly Sales.

EGP 790 K



Paid Media. ● ● ●

EGP 180K spend across Meta, TikTok, Snapchat. Drove 4.4X return on ad spend. Cost per order under EGP 18.

Content. ● ● ●

Egyptian-dialect captions, summer-by-the-sea campaigns, Ramadan and Eid activations. Built for Cairo & Alexandria audience.

Sales Led ● ● ●

Talabat, Elmenus, and Otlob feeds optimized. WhatsApp ordering flow. Inbound orders captured, tracked, and reported daily.

How I think.

0 1

Numbers before stories.

I ship metrics I can prove. ROAS, revenue, impressions.

0 2

Systems before tactics.

I build infrastructure first. Tracking, CRM, web. Campaigns sit on top.

0 3

Arabic before translated.

I write for Saudi audiences in Saudi voice.

0 4

Integration before optimization.

I connect media, content, web, and CRM first. Then I optimize the flow.

0 5

Ownership before delegation.

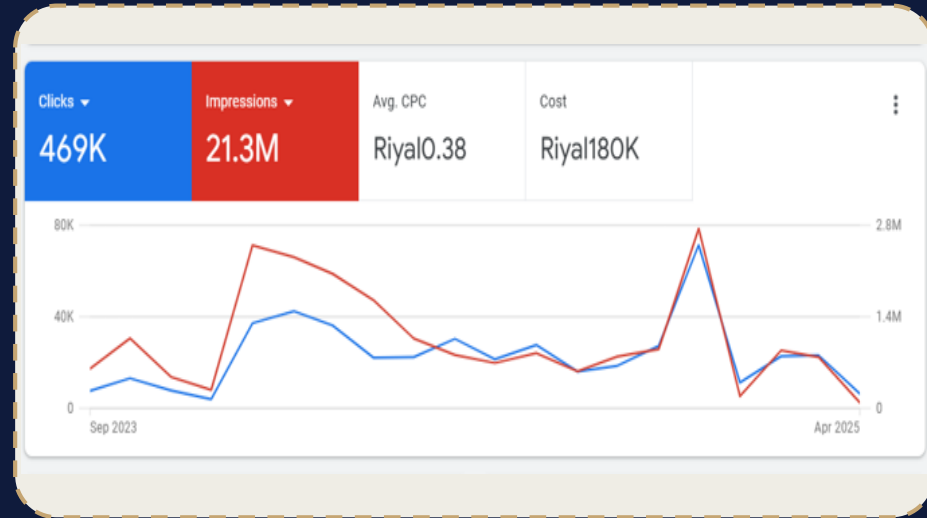
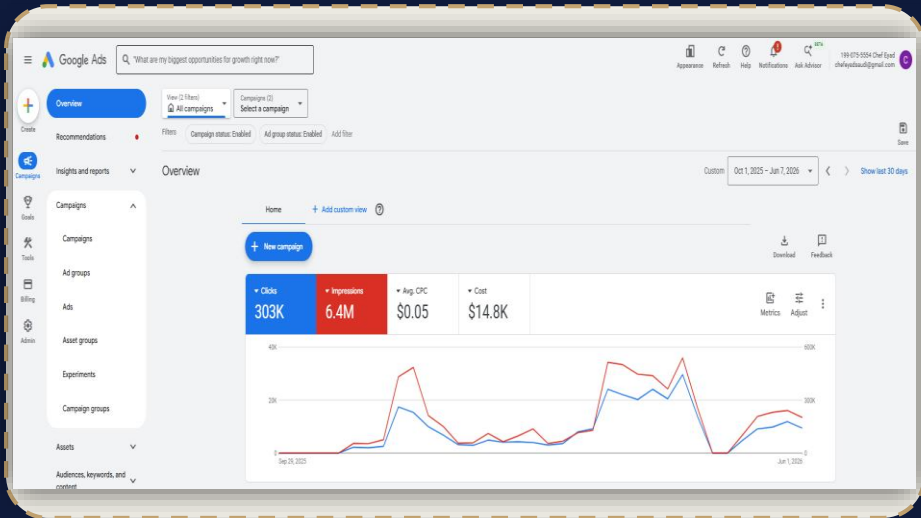
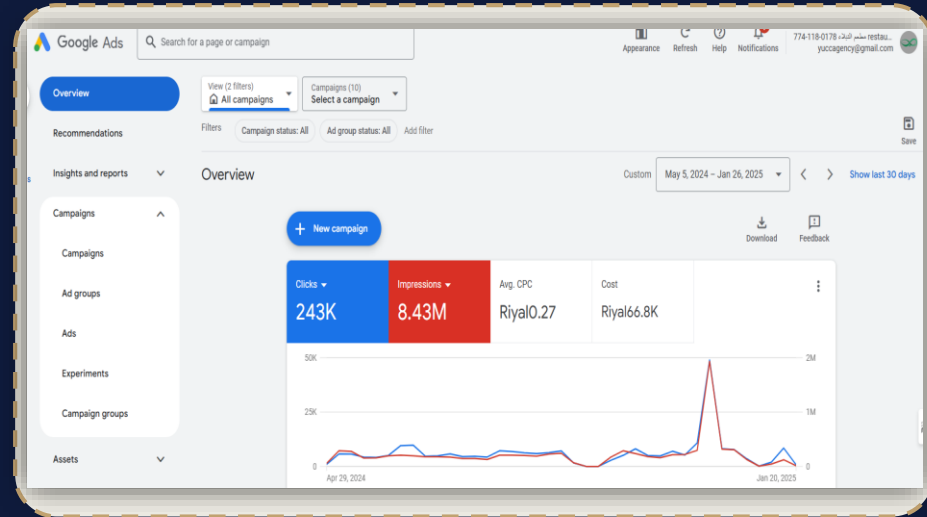
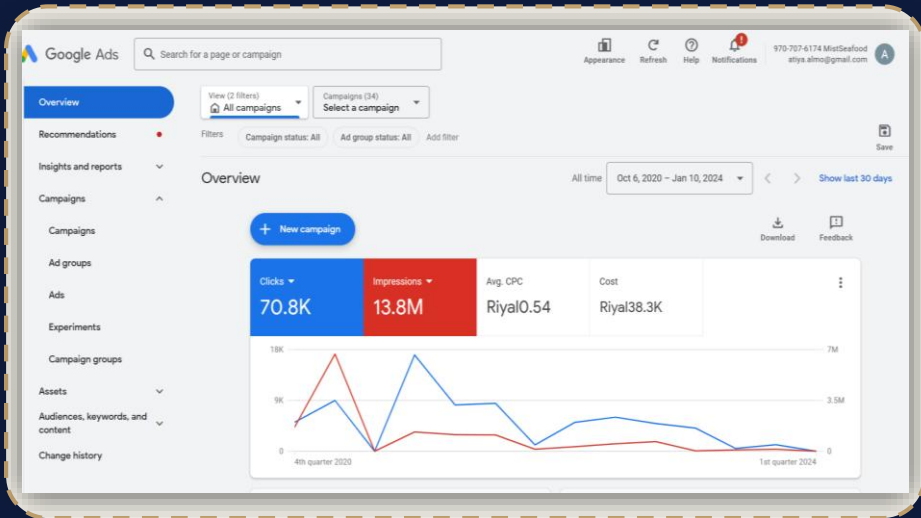
I'm the registered Director. The signature is mine. The accountability is mine.

0 6

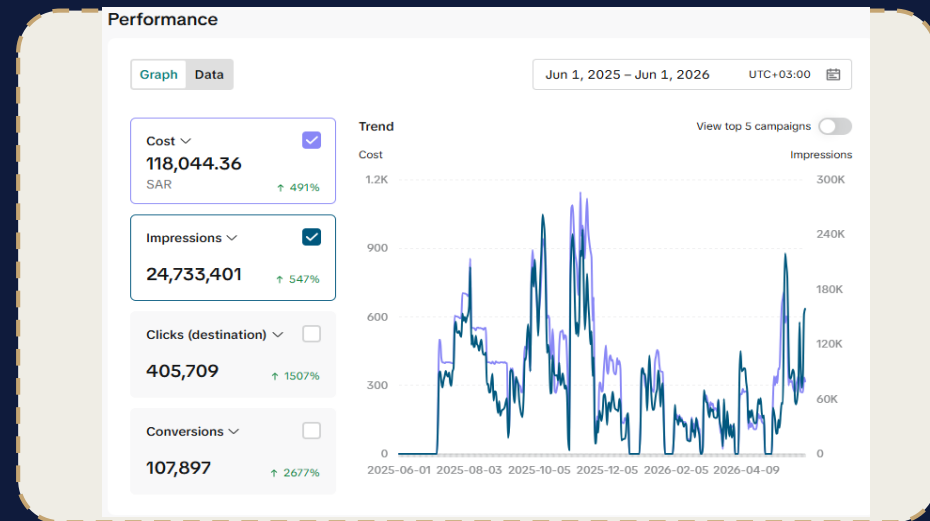
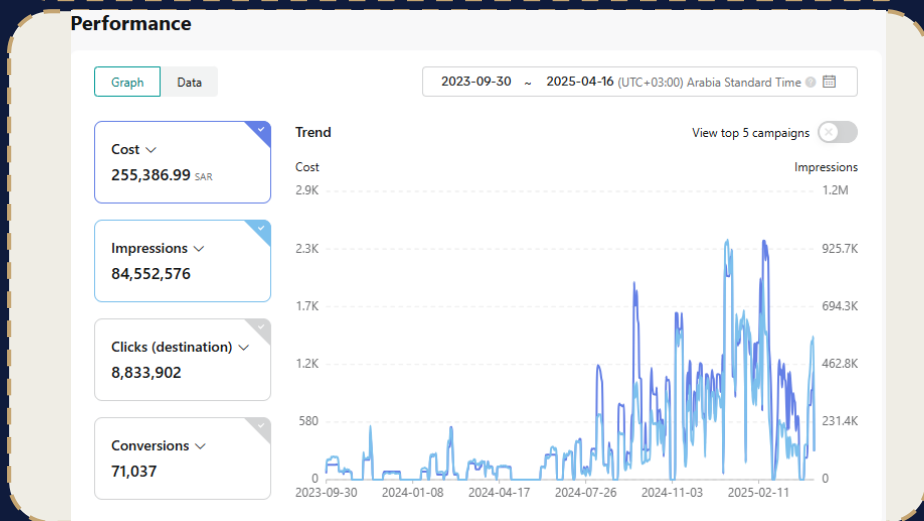
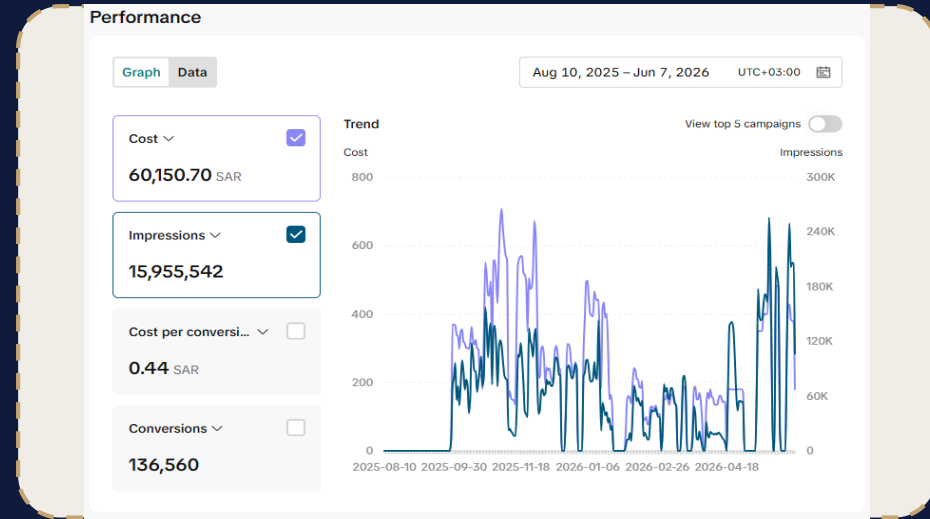
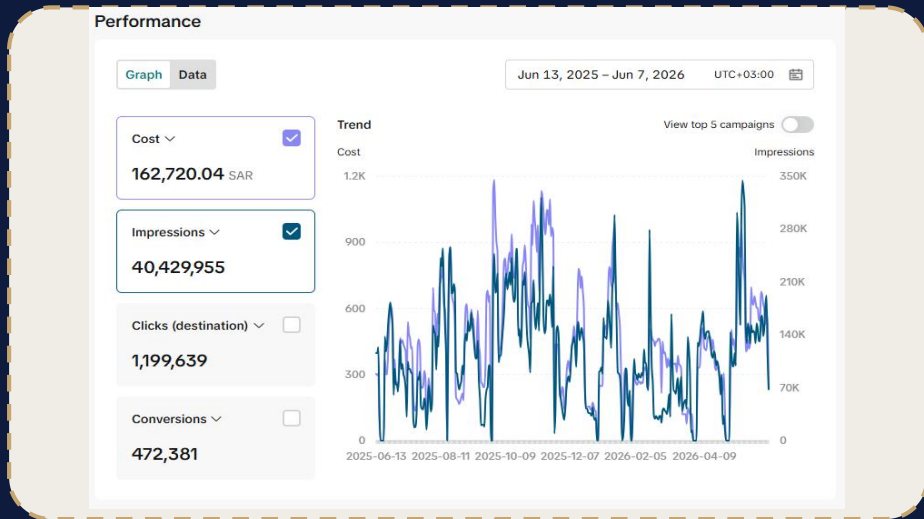
Defensible before impressive.

If I can't prove it, I don't claim it.

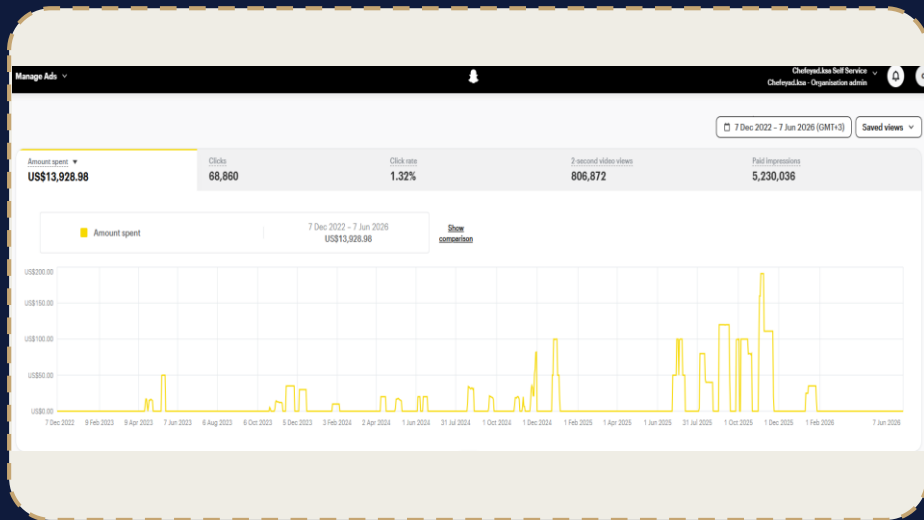
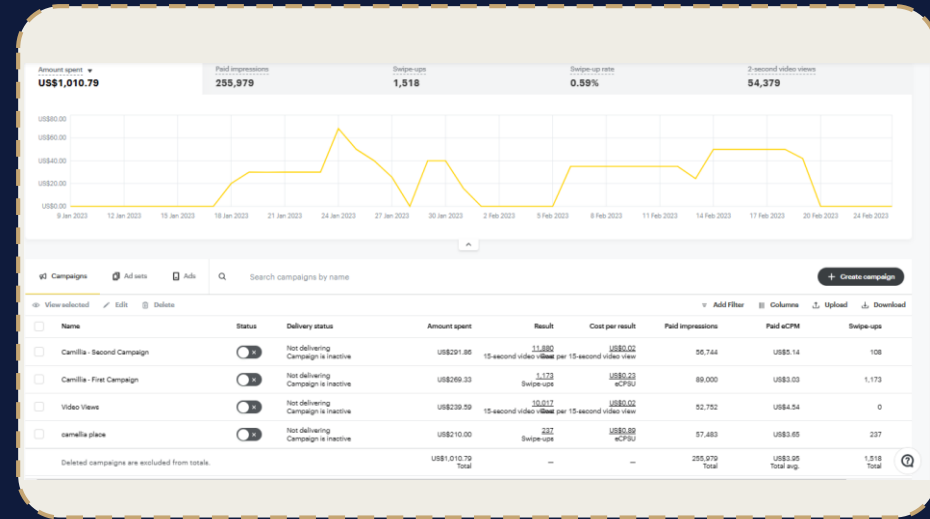
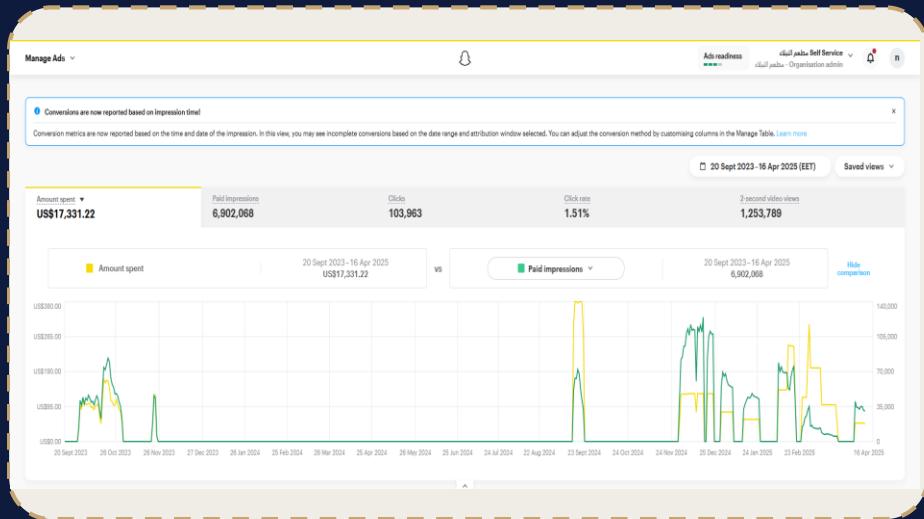
Google Ads



TikTok Ads



Snapchat Ads



Numbers Don't Lie

4.9X

F&B ROAS

Nobles, 6 months.

13%

LEAD-TO-SALE

Kinaz real estate.

SAR 7M+

REVENUE IMPACT

Nobles, 6 months.

21.3M

GOOGLE ADS

Verified impressions.

165M+

TIKTOK ADS

Verified impressions.

6

ETIMAD ACCREDITED

Saudi gov. supplier.

600K+

TOTAL CONVERSIONS

TikTok dashboards

1.2M+

TOTAL AD CLICKS

For all Platforms

87+

CAMPAIGNS LAUNCHED

All Platforms

4.4X – 5.4X

ROAS RANGE

Verified impressions.

SAR 850K+

AVERAGE AD SPEND

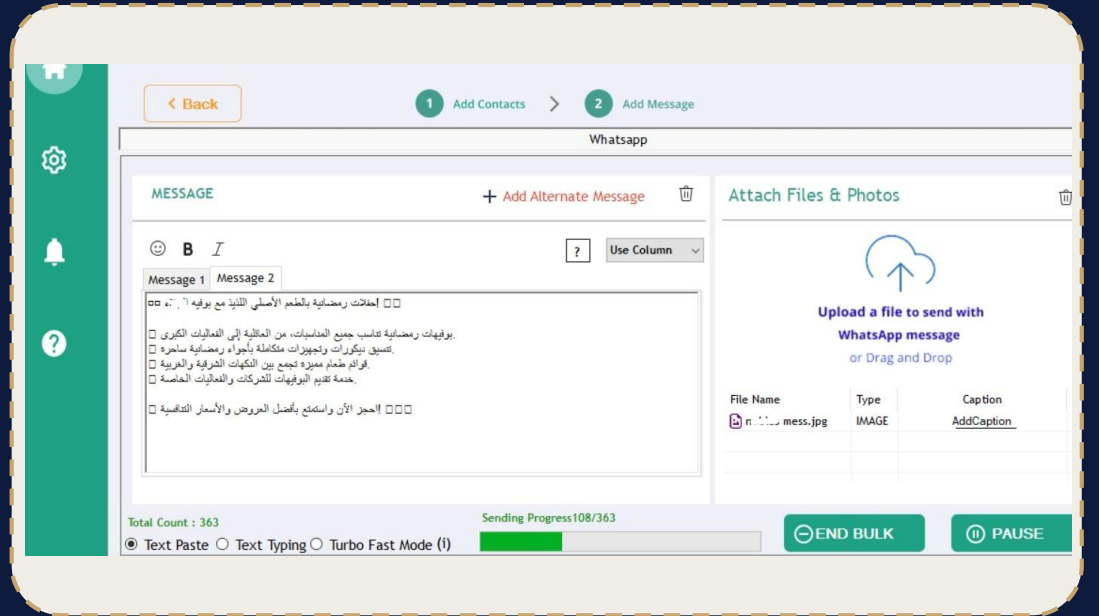
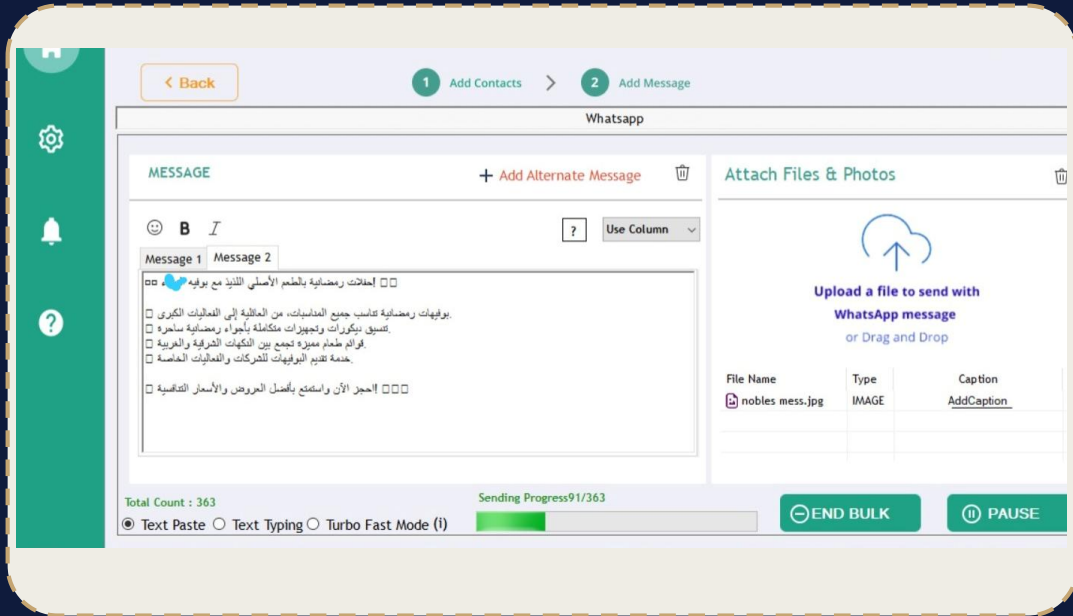
Google + TikTok + Snapchat

15

INDUSTRY TARGETED

F&B, gov, real estate, e-commerce, etc.

WhatsApp at scale.



اسم الحملة	اسم القالب	وقت الارسال	عدد الارقام	ارسلت	وصلت	قراءة	لم تصل	رد 1	رد 2	رد 3
Sat0951	alkhalig31022026	2026-01-31	5574	3366	2715	367	2208	0	0	0
Sat0949	alkhalig31022026	2026-01-31	2	2	2	0	0	0	0	0
Sat0940	tahliah31012026	2026-01-31	9643	6336	5381	814	3307	0	0	0
Sat0938	tahliah31012026	2026-01-31	4829	2770	2372	370	2059	0	0	0

اسم الحملة	اسم القالب	وقت الارسال	عدد الارقام	ارسلت	وصلت	قراءة	لم تصل	رد 1
Mon1005	order_confirmation	2026-01-12	1	1	1	1	0	0
Mon0947	breakfast	2026-01-12	11868	8871	7865	1668	2997	0

اسم الحملة	اسم القالب	وقت الارسال	عدد الارقام	ارسلت	وصلت	قراءة	لم تصل
Sun1300	order_confirmation	2025-12-28	1	1	1	1	0
Sun1324	mix2112	2025-12-28	7039	5246	4981	1929	1793
Sun1329	mixkhaig2112	2025-12-28	3074	2371	2165	814	703

The Growth Infrastructure Model™

My 7-step operating model for turning scattered marketing activity into a measurable, automated, and scalable growth system.

1

DIAGNOSE

Audit business, market, funnel, and gaps.

2

STRATEGIES

Define positioning, KPIs, channels, and budget.

3

BUILD

Create websites, landing pages, CRM, and tracking.

4

LAUNCH

Run paid, organic, SEO, WhatsApp, and email campaigns.

5

OPTIMIZE

Test creatives, audiences, offers, and conversions.

6

AUTOMATE

Add AI agents, chatbots, CRM, and workflows.

7

SCALE

Turn data into decisions, reports, and growth.

The Toolkit.

One stack, Many systems.

MARKETING & MEDIA

Google Ads • Meta Ads • TikTok Ads •
Snapchat Ads • LinkedIn Ads • X Ads •
Google Merchant Center • Event Manager

ANALYTICS & SEO

GA4 • Google Tag Manager • Search
Console • Meta Pixel • SEMrush •
Screaming Frog • Yoast SEO • Microsoft
Clarity • Hotjar • Looker Studio

WEB & E-COMMERCE

WordPress • WooCommerce • Shopify •
Salla • Zid • Elementor • Crocoblock •
WPML • Cloudflare • Funnel Kit

AI & AUTOMATION

Make.com • n8n • Botpress • Zapier •
WhatsApp Business API • AI Agents •
CRM Workflows • Email Automation •
OpenRouter • Supabase

CRM & OPS

HubSpot • Zoho • Zendesk • Freshdesk •
Tidio •

PROJECT & TEAM

Trello • Notion • ClickUp • Monday.com
• Jira

What Got Shipped.

A concise view of the leadership scale, market exposure, platforms, and growth systems built across Saudi Arabia and Egypt.

- **Lead** a 21-member team and 18–22 client portfolio, with managed media budgets in the SAR 550–650K monthly range.
- **Secured** Saudi government Etimad accreditation and engagements with major Saudi government and semi-government entities.
- **Delivered** Vision 2030-aligned engagements across entertainment, transport, municipal, and event sectors.
- **Built** at stable monthly revenue on average 40K SAR, delivered work for 8 active clients, oversaw 12 website and e-commerce.
- **Launched** 12+ scalable digital platforms across WordPress, WooCommerce, Shopify, and Salla with full analytics stack.
- **Managed** cross-channel media-buying campaigns exceeding SAR 500K over six months in F&B and hospitality.
- **Built** AI automation and chatbot deployments across multiple verticals, including a flagship rollout for GameSir Saudi Arabia.
- **Recognized** as Best Student Branch in Egypt during IEEE Chairman tenure; published one of Egypt's first student-led university magazines.

Three identities, One Hero.

ENGINEERING FOUNDATION

**Built from the
technical layer up.**

B.Sc. Computer Engineering with honors from Pharos University. Hands-on experience in software, web platforms, embedded systems, and cybersecurity fundamentals. This is why software and AI ship to the same standard as marketing.

EXECUTIVE LEADERSHIP

**Run the business,
not just the work.**

8+ years scaling agencies — Primavera (Performance Marketer & Web Developer), then Yucca (Executive Director), now Creative Era. Comfortable in the boardroom and on the build, with full P&L ownership.

SAUDI MARKET FLUENCY

**Operating inside
the market.**

Riyadh-based, Etimad-accredited, and registered Director on the Saudi commercial registration. Native Arabic speaker delivering Vision 2030-aligned work for government and major private-sector clients.

Said by them, Not by me.



"Ahmed turned our marketing into a real sales pipeline. Leads came in qualified, the sales team had context, and the conversion improved month over month."

Bakri Mahmoud

Marketing Manager, Azhar Development



"Ahmed runs marketing the way an owner would — focused on real numbers, not vanity metrics. We saw the difference in monthly sales within the first quarter."

Khaldoun Alhamoud

General Manager, Chef Eyad Restaurant



"Ahmed built our Saudi e-commerce presence from scratch — the store, the campaigns, the tracking, the optimization. We launched in weeks, not months."

Samy Almatrifi

CEO, GameSir SA



"Ahmed bridges the gap between marketing and engineering in a way I haven't seen before. The website, the tracking, the integrations — all production-grade from day one."

Mohamed Amin

CEO, The Bochery SA

Why hire me ?

Strategic and hands-on.

Can set direction and personally deliver — from proposal to WordPress build to media optimization.

I connect growth with technology.

Marketing, software, and AI in one operating model — not three disconnected functions.

I build systems, not campaigns.

The Growth Infrastructure Model turns scattered activity into measurable, scalable systems.

I understand the Saudi market.

Riyadh-based, Etimad-accredited, Arabic-native, with active government engagements.

I lead teams and clients.

21-person multi-disciplinary team across KSA and Egypt; 18–22 client accounts.

I own the full commercial cycle.

Business development, tender response, delivery, and operational reporting — end to end.

What's next.

Three ways to engage, depending on what you're solving for.

0 1 / H I R I N G

For hiring decision-makers.

Senior leadership roles in KSA — marketing, digital, or agency operations.

- Executive Director-level role
- Riyadh-based, open to relocation
- +8 years of Experience

[Send the role brief →](#)

0 2 / P A R T N E R S H I P S

For agency owners and clients.

Advisory engagements and project-based partnerships.

- Saudi market entry strategy
- Etimad tender response
- Growth infrastructure setup

[Start a conversation →](#)

0 3 / P R O C U R E M E N T

For bid managers and procurement teams.

Hands-on experience preparing technical and financial proposals for Saudi government tenders.

- Etimad platform tender response
- Technical proposal writing
- Financial proposal structuring

[Request a proposal →](#)

LET'S CONNECT

Let's build growth that scales.

Through strategy, technology, and execution.

AHMED HELMY MOHAMED

Executive Director / Riyadh, Saudi Arabia

info@ahmedhelmy.me / [+966 54 417 6027](tel:+966544176027)

AhmedHelmy.me / linkedin.com/in/ahmed11198

THANK YOU.

SCAN QR

