



## Said Baaghil

Brand Marketing Strategist



### CSA CELEBRITY SPEAKERS

Said Baaghil, a brand marketing strategist, brand activist and author, is currently developing marketing strategies for several reputable companies in the Middle East. He continues to be a passionate and effective voice through blogs, lectures and articles on how marketing should be perceived in the Middle East.

**"He is one of the leading Brand Marketing Strategists in the Middle East"**

#### In detail

Baaghil's dedicated pursuit of innovation and remarkable results have earned him the position of the most respected strategic marketer in the Gulf Region. His consultancy portfolio covers various businesses from fashion industry, food retail concerns, FMCGs and Financial Capital Houses. Upon launching his career as a marketing strategy consultant in Saudi Arabia, he created and ran the company Logic. In the heart of a marketing demographic in which conformity rules and innovation is shunned, he implemented radical marketing strategies that resulted in a series of exceptional consumer-centric brands in the food and beverage industry. During his time at Logic, he became all the more determined to illuminate and transform local marketing practices.

#### What he offers you

His passion for brand marketing drove him to engage audiences in the Middle East and elsewhere such as the United States and Asia. Throughout his career, he has encountered great clients and fellow marketers. He unveils how to use emerging techniques for building strong and international brands.

#### How he presents

Energetic, exciting, provocative, Said skilfully combines expert knowledge and research with anecdotal and shocking truths. He's a consummate story-teller, engaging his audience at every level.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.

#### Publications

##### 2012

Brand Revolution: Ousting Old Mideast Trading Mindsets

##### 2010

The Power of Belonging: The Marketing Strategy for Branding

##### 2007

Eccentric Marketing: Awakening the Arab Business World to the Benefits of Branding

#### Topics

Marketing  
Brand Marketing  
Strategy  
Innovation  
Think Global, Act Global