

Said Baaghil

Brand Marketing Strategist

CSA CELEBRITY SPEAKERS

Said Baaghil is a brand marketing strategist, brand activist and author who has over thirty years of experience in brand and Marketing and has had the opportunity to influence how people perceive brands. Through consulting, he has collaborated with distinguished organisations worldwide.

"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

Said speaks about his passion for brand marketing and assists businesses and individuals in defining their brands to achieve relevance and relatability. He strives to bring structure and clarity to complex business ideas.

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.

Topics

- Marketing
- Brand Marketing
- Strategy
- Innovation
- Think Global, Act Global

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

2016

Create Your Space: Transform Your Brand or Die

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