Nicolas Ghrayeb

COMMERCIAL & MARKETING LEADERSHIP

Commercial vision. Brand distinction. Lasting growth.

CMO / CCO | Executive Marketing Director | Fractional CMO

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01 / EXECUTIVE PROFILE

Strategic, commercially driven marketing executive with over 20 years of leadership across premier real estate developers, luxury master-planned communities, hospitality and agency ecosystems in the GCC. Brings a full-lifecycle perspective—from brand positioning and architectural storytelling through performance acquisition, CRM-driven pipeline nurturing, VIP launches and broker engagement. Combines master-developer governance with a global luxury hospitality pedigree and modern commercial agility.

Commercialization & GTM

Luxury off-plan residential, branded residences, master-planned communities and mixed-use destinations.

Brand & Reputation

Master-brand narratives, international PR, media relations, executive positioning and corporate communications.

Growth Infrastructure

Full-funnel acquisition, CRM lead scoring, lead nurturing, broker enablement and ROI governance.

02 / SELECTED CONTRIBUTIONS

GLOBAL LUXURY POSITIONING

A brand built to “Stay Different.”

Co-authored and rolled out Jumeirah’s global brand platform, alongside international brand standards and the New York launch of Essex House.

MASTER-DEVELOPER LEADERSHIP

Many destinations. One coherent vision.

Unified brand systems across Tatweer’s 12 business entities, and later led destination positioning for Alef’s Al Mamsha and Hayyan communities. Led the team that drove the marketing behind AED 3.5 billion in annual sales, with an annual marketing budget of more than AED 20 million.

FULL-LIFECYCLE COMMERCIALIZATION

From narrative to sales pipeline.

Connected product positioning, experiential launches, CRM-driven acquisition and institutional broker networks for luxury real estate at NABNI.

AVAILABLE FOR FULL-TIME CMO/CCO ROLES AND FRACTIONAL CMO PROJECTS

Dubai-based · Flexible GCC travel · Arabic & English

Commercial leadership at the point of growth.

2025 — 2026

Chief Marketing Officer (Marketing & Commercial)

NABNI Developments · Dubai, UAE

- Led commercialization, product positioning and brand marketing across luxury real estate developments in Dubai, directing the go-to-market pipeline and supporting absorption across flagship residential assets.
- Spearheaded full launch architectures—from creative narrative, 3D architectural visualization and experiential sales pavilions to major investor launch events.
- Built performance-driven marketing infrastructure integrating CRM workflows and high-intent digital funnels, optimizing customer acquisition costs while broadening GCC and international investor reach.
- Built and managed institutional broker networks across Dubai and the region, supporting agency pre-sales and inventory sell-out velocity.

2023 — 2025

Director of Marketing & Corporate Communications

Alef Group · UAE

- Led marketing, brand strategy and external communications for a private master-developer, driving destination positioning for master-planned communities including Al Mamsha and Hayyan.
- Managed an annual marketing budget of more than AED 20 million across digital performance, outdoor, PR, international roadshows and investor activations, leading the team that drove the marketing behind AED 3.5 billion in annual sales.
- Overhauled digital lead-acquisition channels and broker relations to improve qualified lead volume and conversion efficiency for off-plan residential launches.
- Served as chief corporate spokesperson and directed external creative, media and PR agencies to ensure cohesive brand equity across the portfolio.

Brand direction, commercialization and accountable acquisition—connecting the first narrative to the sales pipeline.

Building brands, destinations and market momentum.

2019 — 2023

Director of Brand & Marketing

Around The Clock (ATC) Communications · Dubai, UAE

- Directed brand strategy and comprehensive marketing communications mandates for institutional real estate entities, government bodies and corporate accounts across the GCC.
- Formulated market-entry playbooks and launch campaigns for prime residential and mixed-use developments; advised leadership on positioning, naming and launch sequencing.
- Managed multidisciplinary creative, digital and media production teams to deliver high-visibility commercial deliverables.

2011 — 2019

Founder & Managing Director

Klipp Media · Dubai, UAE

- Founded and operated a boutique marketing communications and digital consultancy, advising real estate developers, hospitality brands and corporate clients on positioning, go-to-market strategy and customer acquisition.
- Directed early-stage conceptual campaigns, brand architecture and multi-channel marketing initiatives across the UAE and regional markets.

2006 — 2010

Director of Marketing & Communications

Tatweer (Dubai Holding) · Dubai, UAE

- Led marketing and corporate communications strategy across 12 business entities and master-scale development verticals under the Tatweer portfolio.
- Directed high-profile brand activations, global investor roadshows and official government delegations showcasing Dubai's master plans and large-scale destination assets.
- Established unified brand identity systems, architectural positioning guidelines and multi-agency governance models across real estate, leisure, healthcare and tourism divisions.
- Managed multi-million-dollar marketing allocations, aligning development milestones with global PR, media and stakeholder engagement.

2003 — 2006

Director of Marketing & Communications

Jumeirah Group · Dubai, UAE & New York, USA

- Co-authored and rolled out Jumeirah's iconic global brand platform, "Stay Different," establishing the master positioning framework for the group's international luxury reputation.

- Served on the core New York pre-opening task force for the acquisition, brand integration and global launch of Jumeirah Essex House on Central Park.
- Formulated and executed international brand standards, collateral suites, advertising campaigns and luxury guest touchpoints across flagship properties including Burj Al Arab.
- Partnered with international agency networks and commercial sales leadership to drive high-net-worth customer acquisition across prime European, American and GCC feeder markets.

04 / CAPABILITIES, CREDENTIALS & LEARNING

Real Estate Go-to-Market

Master-planned communities, luxury off-plan residential, branded residences and mixed-use developments.

Regional Market Perspective

Dubai, Oman and broader GCC buyer demographics, investment trends and market dynamics.

Broker & Sales Enablement

Tier-1 agency engagement, sales-gallery experiences and international investor roadshows.

Performance & Digital Marketing

Full-funnel acquisition, programmatic campaigns, CRM lead scoring and CAC/CPL optimization.

Brand Strategy & Reputation

Master-brand narratives, international PR, media relations and executive positioning.

Budget & Governance

Multi-million-dirham allocation, agency procurement, cross-functional leadership and ROI measurement.

FORMAL EDUCATION

Bachelor's Degree in International Hospitality Management

CONTINUOUS EXECUTIVE DEVELOPMENT

Real estate financial modeling · AI-driven marketing & CRM architectures · Corporate governance

LANGUAGES

Arabic Native / bilingual

English Full professional proficiency

AVAILABILITY & MOBILITY

Dubai, UAE · Available for full-time CMO/CCO roles and fractional CMO projects · Flexible GCC travel and operational oversight

CERTIFICATIONS & COMPLETED LEARNING

Digital fluency. Brand depth. Commercial rigor.

Digital Marketing
Google Digital Garage · October 2020

CMO Foundations: Measuring Marketing Effectiveness (ROI)
LinkedIn · October 2020

Crisis Communication
LinkedIn · October 2020

Brand and Marketing Integration
LinkedIn · October 2020

Create A Brand Strategy
LinkedIn · October 2020

Advanced Branding
LinkedIn · October 2020

Digital Strategy
LinkedIn · October 2020

Digital Transformation
LinkedIn · September 2020

Online Marketing Foundations
LinkedIn · September 2020

B2B Marketing on LinkedIn
LinkedIn · September 2020

Open to executive leadership and fractional CMO engagements **linkedin.com/in/ghrayebn**