



Yahya Mohamed MAO

Marketing Specialist

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Personal Details:
Date of Birth: 21/06/1989 ▪ Nationality: German
▪ Civil Status: Married

Top-performing, dynamic marketing leader with notable history of success maximising company revenue through design and implementation of marketing and brand management initiatives.

As an innovative and resourceful individual, I successfully develop compelling marketing campaigns and content to enable maximum effectiveness and customer reach. Moreover, I have several years of experience in developing and executing comprehensive marketing and branding strategies as well as social media marketing. In addition, I am experienced in building and leading growth marketing teams. As a suave communicator, I am able to communicate across different organizational levels and maintain long-term relationships with various teams and clients. I have been recognized as a Global Thought Leader and Influencer by Thinkers360 for my engagements as a keynote speaker, mentor and author.

Areas of Expertise

- Marketing Management
- PR & Communications
- Budget Management
- Social Media Marketing
- Digital Marketing
- Product Marketing
- Employee Advocacy
- Business Development
- Newsletter Marketing

Career Experience

MiSANTO AG, Frauenfeld, Switzerland

2020 – Present

Chief Marketing Officer

Ensure efficient utilisation of resource and accomplish required financial needs by formulating annual budget plans. Define vision and business objectives by developing and managing robust marketing strategies. Transform leads into potential customers by developing and managing content marketing strategy. Accomplish desired business objectives by actively tracking KPIs for the marketing department. Utilise effective decision-making skills in developing evidence-based plans through evaluation of app data and reports. Reach target audience by planning, developing, and executing efficient marketing campaigns. Milestones:

- Exceeded target of 10,000 mobile app users in 2020 by reaching over 22,000 users by the end of the year. Expecting 50,000 users by the end of 2021.
- Built a strong reputation for the company on diverse platforms from the ground up and drive MiSANTO's online presence through various channels.
- Developed and implemented an ambassador concept to attract well-known athletes for app marketing, including Dirk Müller (24h Le Mans winner), Manuel Metzger (AMG factory driver) and Marcus Ehning (internationally successful German show jumper).
- Redesign of the entire website using advanced tools and technologies and introduction of a uniform corporate identity.

n'cloud.swiss AG, Seengen, Switzerland

2019 – 2020

Chief Marketing Officer

Contributed to devising and executing effective marketing strategies and robust budget plans. Provided leadership support in development of in-house marketplace. Enhanced the ethos of firm by developing various business partnerships. Aligned work-culture with branding by implementing an authentic employee advocacy program. Milestones:

- Implemented a long-term employee advocacy strategy in line with the corporate culture by implementing an authentic employee development program.
- Built public relations by organizing and executing successful campaigns with compelling designs and the use of integrated advertising.

n'cloud.swiss AG, Seengen, Switzerland
Head of Digital Marketing

2018 – 2019

Spearheaded multiple projects from start to execution for product marketing across digital platforms. Built trust and connected with target audience by providing robust engaging content ideas to increase brand awareness. Improved website ranking across multiple search engines and generated organic traffic by developing and executing efficient SEM strategies. Milestones:

- Drove assistance in transiting from focus on offline marketing to digital marketing to build strong online company reputation.
- Increased number of followers by 180% through development and execution of digital campaigns on Social Media and pushed ahead organic traffic via implementation of robust digital and online marketing strategies.

n'cloud.swiss AG, Seengen, Switzerland
Sales Executive and International Business Developer

2017 – 2018

Increased customer base providing contribution to expansion of business across Germany. Optimised customer satisfaction levels by providing high-level customer support in close collaboration with technical teams. Milestones:

- Improved external relationships across multiple countries by building partnerships, including France, India, and Southeast Asia.

Additional Experience

MassChallenge Switzerland, Mentor & Judge, Lausanne, Switzerland	2020 – Present
Scientya.com, Founder & Editor, Zürich, Switzerland	2018 – Present
Leadeo Groupe, Business Developer Germany, Strasbourg France	2017
European Homecare GmbH, Deputy Manager, Karlsruhe, Germany	2016
European Homecare GmbH, Administrative and Financial Assistant, Karlsruhe, Germany	2015 - 2016
Daimler AG, Intern & Master's Degree Candidate, Stuttgart, Germany	2015
Eco-Gestion Conseil, Co-Founder & Head of Communications, Strasbourg, France	2014 - 2015

Education

MBA (Online) Business Strategy, Entrepreneurship, Marketing, Innovation & Digital Transformation
ThePowerMBA Business School, Madrid, Spain, 2021 – Present

M.Sc. Economic Analysis & Policy, Major in Economics & Management of Innovation
Université de Strasbourg, Strasbourg, France, 2013 – 2015

M.Sc. Technology & Innovation Management (International Exchange Semester)
University of Sussex, Brighton, UK, 2014 – 2015

B.Sc. Economics & Management, Major in Economic Analysis & Econometrics
Université de Strasbourg, Strasbourg, France, 2010 – 2013

Publications

- Mao, Yahya M. (2021), “The multidimensional characteristics of modern marketing: A broad, integrated perspective to marketing management”, ISBN-13: 979-8744616762
- Mao, Yahya M. (2021), “Managing risk and uncertainty in the innovation process: Analysing the implications of managerial decision making”, ISBN-13: 979-8745883750
- Mao, Yahya M. (2021), “Barrier to innovation: The not-invented-here (NIH) syndrome: Origins of the not-invented-here syndrome and organizational factors that nature innovation”, ASIN: B093YDPTMJ

Languages

German | English | French | Somali | Arabic | Italian

Affiliations

EUvsVirus | Swiss International Club | La French Tech Suisse Romande | The Digital Transformation People | FINTECH Circle | Finextra Research | Hacker Noon | Thinkers360 | CMO Council | The CMO Club