



RITA ROSEN

Chief Marketing Officer | Sales & Business Development | Dubai-based since 2015

11+ Years Building & Leading Marketing, Sales and BD Functions Across UAE, European & IT / Technology Markets

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CMO and commercial leader with 11+ years building and scaling marketing, sales and business development functions across the UAE, Europe and the IT / technology sector, with full ownership of strategy, revenue targets, budget, brand and teams of up to 20. Track record of entering new markets and building B2B pipeline end to end — prospecting, negotiation and closing — converting demand into signed contracts and retained accounts. Currently leading Marketing, Business Development and AI at General International Group; former founder and MD of an independent marketing agency.

CORE COMPETENCIES

- B2B Sales Strategy & Revenue Ownership
- Key Account Management & Client Retention
- IT, SaaS & Technology Go-to-Market
- Marketing Strategy & Board-Level Reporting
- Brand Architecture & Positioning
- MarTech, CRM & Automation (HubSpot, Zoho, GA)
- Team Building & Leadership
- Business Development & New Market Entry
- Negotiation, Tendering & Deal Closing
- Channel, Partner & Distributor Development
- P&L & Multi-Market Budget Management
- Demand Generation, SEO & Paid Media
- Data-Driven Decisions, Pipeline & Analytics
- Cross-Functional Alignment (Sales, BD, Exec)

PROFESSIONAL EXPERIENCE

Head of Marketing, Business Development & Client Relations (CMO Leadership Role)

January 2025 – Present

GENERAL INTERNATIONAL GROUP, UAE

Own marketing, business development and AI operations for a multi-division UAE group. Run the B2B pipeline end to end — lead generation, qualification, tendering, proposals and key-account relationships with consultants, contractors and institutional clients. Built the digital, CRM and automation stack (Zoho CRM, SEO, paid and email automation) that feeds and tracks the sales funnel.

Regional Marketing Manager, Netherlands Office — IT & Technology Sector

May 2023 – December 2024

CODE CORPORATION (BRADY CORP USA REPRESENTATIVE), NETHERLANDS

IT and technology hardware/software: barcode reading, data capture and identification systems. Led regional go-to-market across European markets, generated and qualified B2B demand for the direct sales team, and supported channel partners, distributors and enterprise accounts through the full technical sales cycle.

Founder & Managing Director

January 2019 – March 2023

ROSEN AGENCY, DUBAI

Full commercial ownership of the business: personally won, negotiated, priced and retained the entire client base — from first outreach and pitch to signed contract and renewal. Built the sales pipeline, commercial model and P&L, and led delivery teams and agency partners.

Head of Marketing

May 2016 – November 2018

BDO UAE

Partnered with Partners and BD leadership on professional-services business development — pitch and proposal support, service-line campaigns across audit, tax and advisory, and client relationship programmes with UAE corporate and institutional accounts.

Marketing Manager

December 2015 – April 2016

PRICEWATERHOUSECOOPERS (PWC MIDDLE EAST)

Supported regional pursuit and business development teams with market positioning, thought leadership and client-targeting campaigns.

Business Development & Operations Manager

May 2015 – December 2015

TRANSMART DMCC, DUBAI

Direct B2B business development — prospecting, client meetings, commercial negotiation and closing — alongside account management and commercial operations.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science, Economics & Law | Kyiv University of Economics and Law Faculty | 1999–2005

Diploma in Advertising | High School of Advertising, State Journalist Institute, Kyiv | 2004

Executive Development: Deloitte (Prague, London, Istanbul), PwC Prague, Frank Pucelik, SEO Training | 2008–2010

EXECUTIVE IMPACT

Marketing Budgets Owned	AED 500K+ annually	Campaigns Directed	60+ integrated campaigns
Events Managed in UAE	50+	Websites, SEO & Ads	70+
Teams & Ecosystems Led	5–12 staff + 4–20 agencies	AI Operations & Processes	GIG, team optimisation
B2B Pipeline & BD	Owned end to end (GIG, Rosen Agency)	Sectors Covered	IT & Tech, Professional Services, Safety & Security

References, portfolio and detailed case studies available upon request