

MOHAMMAD TAUSIF SALAH

Head of E-Commerce | Digital P&L Owner | Marketplace, DTC & Omni-Channel Growth
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EXECUTIVE SUMMARY

E-commerce leader with 13+ years scaling digital businesses end-to-end, including 6+ years at Head-of-E-Commerce level owning full digital P&L across the GCC, South Asia and Eastern Europe. Currently growing Ajmal Perfumes' GCC e-commerce business from AED 10M to a projected AED 35M — a 3.5x increase — while converting a loss-making vertical into one that has now delivered three consecutive profitable years. Deep multi-brand, multi-category experience in repeat-purchase consumables — fragrance, beauty, personal care and wellness — including a 70+ brand portfolio and centralised operations across 8 countries, with 200–400% growth delivered in prior roles. Combines commercial ownership of unit economics (CAC, CLV, contribution margin) with hands-on command of marketplace and DTC trading, performance marketing, CRM and retention, fulfilment and digital CX, analytics and commerce technology. Named among the Top 10 E-Commerce Leaders of the Year.

IMPACT SNAPSHOT

AED 10M → 35M	GCC e-commerce revenue grown 3.5x at Ajmal Perfumes	3 years	Consecutive profitability, from an inherited loss-making unit
13+ yrs	E-commerce, incl. 6+ yrs at Head-of-E-Commerce level	8 countries	Centralised operations, unified tech stack & SOPs
20+	Marketplace platforms owned end-to-end	70+ brands	Multi-brand, multi-category portfolio managed

CORE COMPETENCIES

▪ Digital P&L Ownership	▪ Marketplace Ecosystem Management	▪ DTC & Omni-Channel Growth
▪ Long-Term E-Commerce Strategy	▪ Unit Economics (CAC / CLV / CM)	▪ Performance Marketing & Retail Media
▪ CRM, Retention & Lifecycle	▪ Fulfilment & Digital CX	▪ Analytics, BI & Forecasting
▪ Multi-Brand / Multi-Category Portfolios	▪ Cross-Border Team Leadership	▪ Digital Transformation & AI

PROFESSIONAL EXPERIENCE

Head of E-Commerce | Ajmal Perfumes Aug 2021 – Present
Heritage fragrance house • GCC markets • Full digital P&L across owned DTC (web + app) and 20+ marketplaces

P&L Ownership & Growth

- Grew GCC e-commerce revenue 3.5x — from AED 10M at entry to a projected AED 35M in the current year — through pricing discipline, assortment rationalisation and channel-mix optimisation.
- Turned an entirely loss-making vertical profitable within the first 12 months and have sustained profitability for three consecutive years since, growing the top line and the bottom line together rather than buying revenue.
- Own the complete digital P&L — revenue, gross margin, marketing investment, fulfilment cost and contribution margin — including annual budgeting, demand forecasting and seasonal campaign planning across every sales channel.
- Grew regional market share by securing brand exclusivity on Amazon and Noon, reducing unauthorised third-party sellers by 90% and restoring price integrity across the GCC.

Marketplace & DTC Channel Leadership

- Lead 20+ marketplace platforms including Amazon, Noon and Namshi — owning content and catalogue quality, buy-box share, retail media, promotional calendars and joint business planning with platform partners.
- Launched an AI-powered omni-channel website and mobile app, lifting conversion rate by 40% via UX redesign, A/B testing, heatmap analysis and end-to-end customer journey mapping.

Acquisition, Retention & Unit Economics

- Direct all performance marketing (PPC, SEO, paid social, retail media) against ROAS, CAC payback and CLV targets, optimising blended acquisition cost across DTC and marketplace demand.
- Run CRM, lifecycle and automation programmes on Salesforce and HubSpot to drive replenishment and repeat purchase on high-frequency SKUs, improving retention and basket value.
- Built GA4 and BI dashboards giving channel-level visibility on funnel performance, cohort retention and contribution margin, enabling faster commercial decisions.

Fulfilment, Technology & Team

- Partner with warehouse, supply chain and production teams to maintain optimal stock cover, tighten dispatch SLAs and reduce fulfilment cost per order.
- Centralised e-commerce operations across 8 countries and unified the technology stack, standardising SOPs, reporting cadence and ways of working across borders.

- Built and lead cross-border digital teams spanning trading, performance marketing, content, and customer care.

Head of E-Commerce | Wellness United Inc.

Aug 2020 – Aug 2021

Multi-brand luxury beauty & wellness group • UAE, KSA, Bahrain, Oman, Kuwait, Belarus

- Grew e-commerce revenue by 300% within 12 months across a portfolio of 70+ luxury beauty, wellness and personal-care brands — a multi-brand, multi-category structure directly comparable to a diversified holding environment.
- Built the group's 5-year digital business plan and centralised e-commerce operations across six markets, establishing regional SOPs, organisational design and reporting standards.
- Scaled DTC and marketplace channels in parallel, setting category, pricing and assortment strategy across the full brand portfolio.
- Defined the complete brand architecture for the group's digital presence — vision, mission, tone of voice and brand book.

E-Commerce Manager | Alissar Flowers International LLC

Mar 2018 – Aug 2020

Premium gifting & same-day delivery • UAE, Jordan, Qatar, Kuwait

- Grew e-commerce revenue by 200–400% YoY across four markets over 2.5 years in a high-frequency, perishable, same-day-delivery category where fulfilment reliability is the primary driver of repeat purchase.
- Owned the end-to-end vertical: brand website, marketplace listings and the customer support function.
- Launched a bilingual Arabic/English brand website and a 3D-branded delivery fleet, strengthening last-mile customer experience and brand presence.
- Managed the retail ERP and resolved organisation-wide IT issues.

E-Commerce Manager | Kama Ayurveda Pvt. Ltd.

Nov 2014 – Mar 2018

Premium beauty & personal-care consumables • Pan-India DTC and marketplace

- Delivered 200–400% YoY revenue growth and 180–250% traffic growth over four years for a fast-moving personal-care brand built on repeat purchase.
- Took the brand website from zero to the top-ranked position among category competitors within three years.
- Planned and executed all paid media (Google, Facebook, Instagram, Twitter, Bing) plus email and marketing automation; owned SEO, analytics and user-behaviour analysis.
- Recognised with the Number Guru, Chief Closer and Top Achiever awards, and the International Trip recognition award.

Co-Founder & E-Commerce Manager | Karma Group

Apr 2012 – Nov 2014

Premium lifestyle accessories • Pan-India

- Built the e-commerce business from the ground up — website, operations, marketplace presence and nationwide brand awareness — and opened retail stores across multiple Indian cities within the first year.
- Managed end-to-end inventory and order processing for four brand websites via Unicommerce.

SKILLS & TECHNOLOGY

Commerce Platforms	Magento, Shopify, Amazon Seller/Vendor Central, Noon, Namshi, Unicommerce
ERP & Infrastructure	SAP, Odoo, Microsoft Azure
CRM & Automation	Salesforce, HubSpot, lifecycle & replenishment journeys, email/SMS/WhatsApp
Analytics & BI	GA4, Business Intelligence dashboards, cohort & funnel analysis, demand forecasting
Performance Marketing	Google Ads, Meta, TikTok, Bing, retail media, SEO/SEM, CRO, A/B testing
Emerging Tech	Applied AI & machine learning, conversational commerce, marketing automation
Languages	English (fluent), Hindi & Urdu (native), Arabic & Oriya (read & write)

EDUCATION, CERTIFICATIONS & RECOGNITION

- **B.Tech, Electronics & Telecommunication Engineering** — CGPA 7.33 / 10.0
- **Certifications:** Google Certified — Ads, Analytics, UI/UX | Bing Certified
- **Awards:** Top 10 E-Commerce Leaders of the Year | Number Guru | Best Achiever | Chief Closer
- **Driving Licence:** UAE & India