

SEIF EL-DEN

Institutional Growth Architect

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MANDATE

Advises executive leadership and boards on commercial strategy, capital allocation, and growth architecture. Combines systems design with execution credibility—proven across 530M+ SAR in portfolio revenue, 10x scaling, multi-brand portfolio development, and institutional market expansion. Operates at intersection of boardroom strategy and operational reality.

STRATEGIC FOCUS

Focus Area	Scope
Revenue Architecture	Sustainable commercial infrastructure: channel systems, customer economics, margin optimization
Scaling Architecture	Multi-location replication, organizational leverage, unit economics preservation
Market Entry	Geographic expansion, brand portfolio sequencing, institutional market dynamics
Commercial Systems	Operational infrastructure modernization, decision frameworks, governance architecture

METHODOLOGICAL APPROACH

Bridges Strategy™ — Capital allocation framework linking board strategy to commercial execution. | **Revenue Architecture Model** — Channel-based growth systems ensuring profitable scaling. | **Market Entry Structural Mapping** — Expansion sequencing incorporating institutional constraints and risk modeling.

ADVISORY & OPERATING EXPERIENCE

Chief Revenue Officer | Board Advisory

Alanood United Co | Riyadh | May 2025 – Present

Advising board and executive leadership on revenue strategy, capital allocation, and commercial architecture for diversified institutional portfolio.

Growth Strategist | Crisis Recovery

Sadidleee (سدبلي) | MENA | Jan 2025 – Jan 2026 (Concurrent Advisory)

Directing market recovery architecture for digital payments platform following service interruption. Designed brand restoration, customer trust recovery, and growth reactivation frameworks.

Chief Marketing Officer | Cross-Border Architecture

Steer Agency | Riyadh – USA – Egypt | Aug 2024 – Jan 2025

Designed cross-border acquisition architecture and commercial systems for international expansion (MENA, North America). Established performance governance frameworks across SaaS, retail, F&B verticals.

INSTITUTIONAL PORTFOLIO LEADERSHIP

Commercial Strategy & Institutional Scaling

Sultan Group (Diversified Institutional Portfolio) | Riyadh | Jun 2020 – Dec 2024

Career progression: Senior Specialist → Strategic Manager → Director, Commercial Architecture

Led revenue and commercial strategy with direct capital allocation accountability across retail, F&B, and e-commerce portfolio. Delivered 530M+ SAR in total portfolio revenue over two years, including 140M+ SAR directly attributable to expansion and business model restructuring. Scaled operations 10x, launched 6+ brands, managed 5.8M+ SAR annual capital allocation with 18 direct reports.

Key Outcomes:

Multi-location scaling: 10x expansion (3→33 branches) while maintaining unit economics and operational profitability across locations

Brand portfolio architecture: Designed 6+ concurrent launches achieving break-even in 11 months (vs. 18-month industry average)

Capital optimization: Restructured 5.8M+ SAR allocation delivering 11.7x average return; designed customer acquisition and channel architecture reducing CAC 40% while scaling volume

Commercial systems: Architected e-commerce and CRM infrastructure generating 140M+ SAR in incremental revenue; business model restructuring drove sustained contribution margin improvement across the portfolio

Organizational governance: Built and led 18 direct reports across commercial, marketing, and operations functions; implemented KPI frameworks and quarterly business review systems supporting full portfolio complexity

Consulting & Advisory

Provide strategic advisory on revenue systems design and institutional scaling. Recent engagements: Party Station (digital transformation, revenue 150K→400K SAR/month in 4 months), Sultan Tissue (B2B distribution channel build, +35% revenue growth), Advan (commercial systems redesign, +45% qualified leads, ROAS 15x+), Broast Zone (operational efficiency, +22% margin improvement), ÉCLAIRYSÉES (market entry architecture), Mumkin (revenue optimization).

GOVERNANCE & CAPITAL ADVISORY

Advises boards and C-suite on capital allocation sequencing, institutional risk modeling, organizational capacity constraints in growth planning, commercial infrastructure modernization, and portfolio optimization.

OPERATIONAL & SYSTEMS INFRASTRUCTURE

Commercial & Strategic Systems: Revenue modeling • Channel architecture • Customer economics optimization • Organizational leverage design • Market sequencing frameworks

Institutional Governance: Decision frameworks • Portfolio systems • Cross-functional governance • Performance measurement • Board reporting infrastructure

Technology & Analytics Infrastructure: E-commerce systems • CRM & lifecycle infrastructure • Analytics & business intelligence • Project management systems

EDUCATION & CREDENTIALS

Bachelor of Business & Commerce | Helwan University, Cairo | 2017

Advanced Professional Development: Mini MBA Digital Marketing Strategy, Northwestern University (2022) • Advanced Growth Systems, Wharton School (2022) • Professional Certifications: Google, HubSpot, Analytics (2023)

LANGUAGES

Arabic (Native) • English (Proficient)