

SAKINA NAJMI

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CAREER CHRONOLOGY

Vice President, Global Marketing

Sandvik

2019 – Present

Director, Global Marketing

Criteo

2013 – 2019

Head of Global Marketing

ESV Digital

2011 – 2013

Head of Marketing, UK

Rakuten

2009 – 2011

Head of Marketing, Conferences

Centaur Media, Plc

2006 – 2009

Senior Account Manager

Ogilvy & Mather

2005 – 2006

Account Manager

Leo Burnett Group

2003 – 2005

EDUCATION & DEVELOPMENT

B.S., Marketing

The University of Texas at Dallas

B.A., Business Management

St. Joseph's College

Oxford Women's Leadership Program

University of Oxford

Artificial Intelligence: Implications for Business Strategy Program

MIT Sloan School of Management

Digital Marketing Analytics

MIT Sloan School of Management

Growth Hacking

Growth Academy

Diploma, Digital & Social Media Marketing

Digital Marketing Institute

Awards & Accolades

- Top 20 Influential Women in Tech 2019
- The 100 Most Influential B2B Tech Marketing Leaders in Europe, 2016, 2019
- Best Speaker 2017 at Criteo University

NON-EXECUTIVE DIRECTOR

Areas of Expertise: Global Marketing | Cross-Functional Leadership | Business Growth | Technology Go-to-market | Digital Transformation | Product Launch

A global marketing specialist and recognised influencer, utilising over 17 years of B2B marketing experience to drive growth of businesses within a range of sectors. Embeds an in-depth knowledge and experience of marketing landscapes and technology to implement innovative solutions to the challenges businesses face. Mentors and leads cross-functional teams, implementing unconventional approaches to overcome barriers to success. Recognised industry expert, establishing effective strategies to achieve business goals and revenue growth.

Contributes the most as a Non-Executive Director within tech companies seeking an experienced global marketing expert.

VALUE ADDED AS A NON-EXECUTIVE DIRECTOR

Global Marketing Development & Strategic Growth

- Implemented a global brand strategy for **Sandvik**, integrating thought-leadership to reposition the brand from a hardware to a digital leader in manufacturing industry.
- Developed digital demand gen function using growth hacking, test and learn and experimentation strategies for SMB sector and Account-Based Marketing (ABM) programs for key accounts at **Sandvik** and **Criteo**.
- Forged strategic partnerships with major ECPs, marketing solution providers and **Criteo** to generate 30% additional leads and contribute \$7 million to revenue.
- Rebranded & repositioned the **ESV Digital** business to strengthen marketing position.

Technology & Digital Transformation

- Drove digital transformation and change management at **Sandvik** for all hardware divisions in the manufacturing business area.
 - Implemented effective martech, processes, and frameworks to drive the success of strategies and execution. Helped setup ecommerce solution during the transition to online catalogue.
- Established a Digital Centre of Excellence for **Criteo** and installed techstack to contribute 92% of opportunities to the sales pipeline, reduced average sales cycle time by 20% and decreased lead acquisition costs by 50%.
- Increase customer retention rate from 85% to 90% for **Criteo** through the implementation of bespoke customer management platforms and automated customer retention programs.

Cross-Functional Leadership

- Runs a mentorship program for individuals within the technology sector.
- Leads a cross functional team of 55 employees (sales, product & marketing) for 7 SaaS products for **Sandvik** digital manufacturing division.
- Directed the 97-strong team of global marketers for **Criteo**.
- Managed cross functional teams of product, sales, marketing, business intelligence and customer management team for Sandvik, Criteo and ESV Digital to launch software solutions in new markets.