



BUILDING MARKETING DEPARTMENT

Marketing department *architecture* for sales-driven companies across the GCC.

PRACTICE

Department architecture

REGION

GCC mid-market

EDITION

Company Profile · 2026



THE PREMISE

Most companies don't have a marketing problem.

They have a marketing department that was never *built*.

They hired marketers, bought tools, ran campaigns, and called it a department. But a real department has structure, ownership, measurement, and a direct line to revenue. Without those, marketing isn't a department. It's a cost center wearing the name.



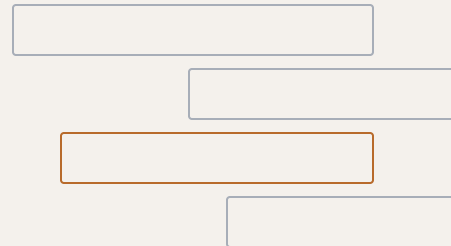
Sales was built. Marketing was *assembled*.

SALES



Built as a system

MARKETING



Assembled from parts

In most sales-driven companies, sales runs on a system: pipeline, targets, CRM, accountability. Finance and operations run on systems too.



You're not under-spending on marketing. You're *under-built*.

-
- 01 Budget spent without attribution
 - 02 Talented marketers stuck on low-leverage work
 - 03 Campaigns that can't be tied to pipeline
 - 04 Leadership that quietly treats marketing as overhead
 - 05 Growth that stalls because marketing can't scale
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BMD builds marketing *departments.*

We're a boutique consultancy that installs structured, measurable marketing departments inside mid-market companies. We don't run your campaigns and we don't hand you a strategy deck and leave. We build the operating system including structure, measurement, and ownership that turns marketing into a function leadership can rely on and a revenue engine the business can scale.

FOUNDER-LED

GCC-FOCUSED

BILINGUAL

The Gulf is rewarding companies that build *seriously*.

The Vision and the wider regional transformation are producing a generation of companies expected to scale quickly and compete globally. Capital is available; ambition is high.

The binding constraint is *execution*.



The BUILD Framework

A five-stage system for installing a marketing department that works.



B **Baseline Analysis** Establish the truth about where marketing actually stands.

U **Unify Vision & Strategy** Align marketing to revenue goals, not vanity metrics.

I **Implement Structure** Build the roles, processes, and accountability that make it a department.

L **Leverage Channels** Deploy the right channels with measurement built in from day one.

D **Drive Evaluation** Install the feedback loop that keeps marketing accountable and improving.



We measure what others assume.



DASHBOARD

Marketing Truth Dashboard

Surfaces the real state of your marketing, what's measured, what's working, and what's theater.



SCORECARD

Scale Readiness Scorecard

Assesses whether your marketing can survive growth, before you invest in scaling it.



DIAGNOSTIC

GROWTH Code

Diagnoses the operating culture that determines whether structure will hold.

Growth • Return • Ownership • Will •
Transparency • Hunger



Built for sales-driven, mid-market companies.

If marketing feels like a cost you tolerate rather than an engine you rely on, you're who we built this for.

SALES ENGINE

Already working

MARKETING

Under-built

STAGE

Growth to established

REGION

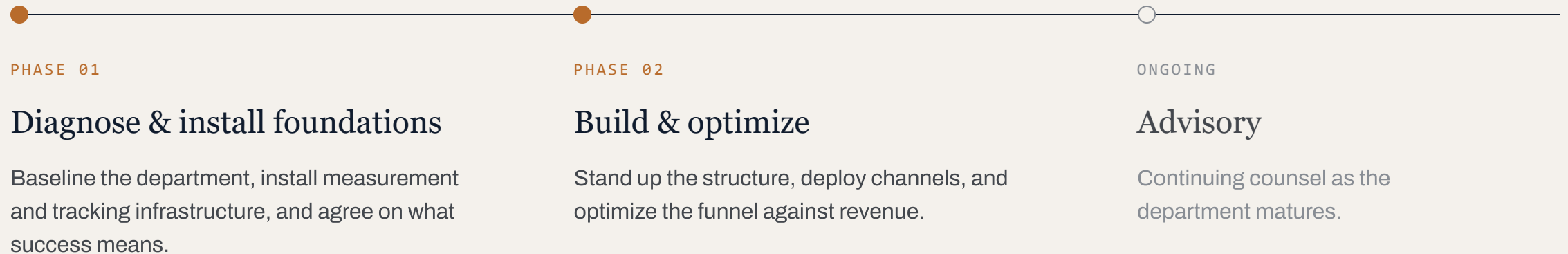
Across the GCC

LEADERSHIP

Founders, CEOs, executives



Phased, founder-led, outcome-driven.



— Delivered in **Arabic and English**, by the person who built the method.



A representative engagement.

SECTOR

EdTech platform

REGION

Saudi Arabia

ENGAGEMENT

Two phases

- 01 Installed the tracking and analytics infrastructure its marketing had been operating without.
- 02 Optimized the full funnel against revenue, end to end.



This isn't one consultant with opinions.

The methodology is published and practiced.



BOOK

Building Your Marketing Department

The book that codifies the approach.



COURSE

An online course

Translates the framework into a step-by-step build.



COMMUNITY

The Build

A community of founders and marketers applying the system.

This is the depth behind every engagement.



What makes this different.



We build departments, not campaigns.

The deliverable is a functioning system, not a slide deck.



We measure what others assume.

Proprietary diagnostics replace guesswork.



We're built for the GCC.

Bilingual, regionally fluent, Vision 2030–aware.



Founder-led.

You work directly with the person who built the method.



FOUNDER

Redha Alayesh

A marketer with a software engineer's discipline and a scientist's mindset. Across 20+ organizations in the GCC, he built the BUILD framework to solve the problem he kept finding: capable marketers trapped inside companies that never built them a department.

— 20+ ORGANIZATIONS • BUILT ACROSS THE GCC



GET STARTED

Let's build it *properly*.

Start with a baseline conversation about your marketing department.

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