

# Abdul Basit Qureshi

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**Senior Marketing Leader | Growth Strategy - Digital Transformation - Brand & Performance Leadership | Financial Services & Regulated Sectors**

## Profile

Strategic, commercially minded marketing leader with 22 years' experience transforming marketing organisations across financial services, insurance, automotive and global consumer sectors. I specialise in building modern marketing engines—uniting brand, digital, CRM, performance, analytics, and planning into one cohesive growth system.

My strength lies in leading complex change: redefining marketing strategy, modernising digital and data capabilities, introducing new operating models, and aligning cross functional teams around clear commercial outcomes.

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## Skills

**Growth Leadership** Commercial strategy, value creation, NPS uplift, retention & lifetime value growth

**Brand & Communications** Multi market brand strategy, storytelling, reputation management

**Digital & Data Transformation** Martech modernisation, CRM automation, personalisation, AI content systems

**Performance & Analytics** Multi channel optimisation, KPI frameworks, attribution, forecasting, MI visibility

**Organisational Leadership** Operating model design, team restructuring, culture shaping, coaching

**Executive Influence** Board level narrative, investment cases, prioritisation, cross functional alignment

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# Executive Experience

2022 – 2025

**Director of Marketing, SME & Personal Lines** / Arthur J. Gallagher Insurance – UK Retail Division, London / Manchester (UK)

Reporting to the MD, leading full funnel marketing strategy across brand, media, digital, CRM, content, planning, and analytics for multiple regulated insurance brands.

## Strategic Impact

- Delivered 23% YoY new business growth, raising ROI to 2.6, driven by integrated brand, digital and CRM strategy.
- Transformed Gallagher's Digital Distribution and SME marketing operating model from channel focused to an insight led growth engine.
- Built the division's first enterprise wide customer insight program, shaping new propositions adopted across UK & US markets.
- Created a unified annual / quarterly planning framework improving prioritisation, efficiency and budget governance.
- Scaled CRM and lifecycle marketing through 24 use cases, improving retention and cross sell.
- Modernised measurement: new KPI suite, MI dashboards, attribution visibility and investment planning discipline.
- Chaired monthly Marketing Roundtables & quarterly Marketing Forums across UK Retail
- Lead a team of 7 plus agencies, acting as primary marketing partner to Finance, Ops, Product and Executive leadership.

2020 – 2021

**Global Marketing Director** / Dovetail Games, Kent (UK)

Owned global marketing, brand , media and community strategy across US, UK and EU.

- Rebuilt the global marketing strategy and segmentation model.
- Introduced CRM programs improving engagement, reactivation and long term value.
- Led multi channel integrated campaigns and global community expansion.
- Managed and restructured a 10 person global marketing organisation.

2017 – 2020

**Senior Brand & Digital Marketing Manager** / Honda, Dubai (UAE)

Full ownership of brand, media performance, CRM and digital transformation across the UAE.

- Delivered 13% YoY business growth and strengthened brand equity.
- Drove digital conversions from 1% to 3% through CRO, UX and full funnel optimisation.
- Boosted organic conversions by 111% and generated \$500K incremental CRM revenue.
- Built cross industry partnerships with IKEA, M&S and others.

2011 – 2017

**Head of Digital Marketing** / Al-Futtaim Group (Dubai / GCC)

Oversaw digital media and marketing strategy for 20+ automotive and retail brands in 14 markets.

- Launched 20+ enterprise websites including ecommerce builds.
- Increased digital lead conversions from 0.3% to 1%.
- Shaped digital governance, vendor strategy, capability uplift and measurement.
- Member of senior marketing leadership team.

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## Early Leadership Roles

**Digital Account Director** / McCann IPG (2007–2010)

**Senior Account Manager** / Aspgulf (2003–2007)

**Sales Officer** / Standard Chartered Bank (2000–2003)

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## Technology & Modern Marketing Capability

SFMC • HubSpot • GA4 • Attribution Modelling • Forecasting • CX Platforms • BI Dashboards • AI Content Systems • CRO & Testing • SEO/SEM • Martech Governance • Marketing Measurement

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## Education

2019

**Executive Programme – Delivering Value Through Digital**

Oxford University – Saïd Business School

1999 - 1996

**BSc, Management Information Systems**

Excelsior College (New York)

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## Recognition

Multiple industry awards across automotive and digital performance. Recognised for leadership in transformation, cross functional impact and commercial delivery.