

MAJED ALWAN

Product Manager | Saudi Automotive Market

PLM • GTM Strategy • Market Research • B2B Growth • EV & Mobility

CONTACT INFORMATION:

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15+

Years in Saudi Automotive

4 → 12%

Market Share Growth (L200)

3x

Consecutive Record Sales Years

2,000+

Qualified Leads Generated

PROFESSIONAL SUMMARY

Strategic Product Manager with 15+ years of deep expertise in the Saudi automotive market, specializing in Product Lifecycle Management (PLM), Go-To-Market (GTM) strategy execution, and data-driven market research. Proven ability to translate Voice of Customer (VoC) insights and competitive intelligence into high-impact product strategies that consistently grow market share, optimize product-market fit, and drive measurable revenue results. Recognized for leading the award-winning Mitsubishi L200 product launch, tripling segment market share from 4% to 12%, and influencing OEM global product roadmaps with Saudi-specific market intelligence. Expert across the full product lifecycle — from customer research, pricing strategy, and demand forecasting through product localization, regulatory compliance (SASO, CAFE), dealer enablement, and post-launch performance analysis. A trusted cross-functional leader who bridges product, marketing, sales, and supply chain to deliver industry-leading results.

WORK EXPERIENCE

Marketing Manager | Al Seaweed Co. | Jeddah Saudi Arabia

Jul 2025 – Present

Product Strategy | B2B Growth | Performance Marketing

- Lead end-to-end product strategy and P&L for the vehicle portfolio, defining positioning in the Saudi market.
- Conduct market research and competitive analysis to identify product gaps and growth opportunities.
- Design and execute multi-channel GTM campaigns aligned with product launches and revenue targets.
- Monitor product performance and marketing ROI via KPI dashboards, enabling agile strategy adjustments.
- Align product roadmap with executive leadership, business KPIs, and Saudi Vision 2030 objectives.
- Oversee B2B fleet product strategy, developing tailored TCO models for corporate and government clients.

Product Manager — (LCVs) | Mitsubishi Motors | Alesayi Motors — Saudi Arabia

Aug 2020 – Jun 2025

Full Product Lifecycle Management | Market Research | GTM Strategy | P&L Ownership

- Owned full product lifecycle for Mitsubishi's LCV and passenger portfolio - from market research and product definition through launch, performance monitoring, and end-of-life.
- Tripled L200 market share from 4% to 12% via customer segmentation, competitive benchmarking, and data-driven pricing for Saudi fleet and retail buyers.
- Directed GTM strategy for all new model launches including the award-winning 2024 L200 — covering positioning, channel strategy, messaging, and dealer readiness.
- Led a pre-launch product clinic for the L200 (2024), collecting VoC data that directly shaped Saudi product configuration and option selection.
- Influenced Mitsubishi's global OEM roadmap by submitting Saudi market intelligence reports to HQ, impacting future regional product specifications.
- Managed annual demand forecasts and inventory plans across 14 branches, reducing overstock and improving availability and sell-through rates.
- Built TCO models and ROI frameworks for B2B fleet clients, accelerating purchase decisions and improving closure rates.
- Ensured full compliance with Saudi regulatory standards (SASO, CAFE) across all vehicle localization requirements.
- Achieved record commercial vehicle sales three consecutive years (2021–2023) through optimized product mix, demand planning, and dealer performance management.
- Equipped the nationwide dealer network with product training, sales tools, and competitive battlecards — measurably improving conversion rates.

Marketing Executive | Mitsubishi Motors | Alesayi Motors — Saudi Arabia

Feb 2017 – Jul 2020

Market Research | Campaign Execution | Brand & Demand Strategy

- Conducted regular market research, consumer insights, and competitive analysis to inform product positioning and campaign strategy.
- Executed 360° integrated marketing campaigns supporting product launches and national sales targets across ATL and BTL channels.
- Designed and implemented a 10-city nationwide activation campaign generating 2,000+ qualified fleet and retail leads.
- Developed a high-margin accessory revenue strategy that increased revenue per unit and earned Mitsubishi Motors a national industry award.
- Led the Jameel Women's Rally participation, expanding brand visibility and capturing a strategically important emerging customer segment.
- Managed full marketing budgets with P&L accountability, continuously optimizing spend allocation based on performance data.

Logistics Supervisor | Mitsubishi Motors | Alesayi Motors — Saudi Arabia

Mar 2014 – Jan 2017

Supply Chain | Demand Planning | Inventory Optimization

- Managed vehicle inventory across 14 branches, applying demand forecasting to ensure optimal stock levels and product availability.
- Collaborated with product and sales teams to translate market demand signals into accurate supply chain planning and distribution scheduling.
- Improved inventory turnover rates and reduced stock aging through data-driven allocation decisions aligned with product lifecycle stages.

Dealer Sales Specialist | Mitsubishi Motors | Alesayi Motors — Saudi Arabia

Jun 2010 – Feb 2014

Channel Development | Competitive Intelligence | Sales Enablement

- Managed and grew a dealer network, providing product training, sales tools, and structured performance improvement plans.
- Gathered market intelligence, competitive pricing data, and customer feedback to inform product and marketing strategy.
- Tracked dealer KPIs and performance metrics, implementing corrective action plans that consistently raised productivity and target achievement.

Fleet Sales Coordinator | Mitsubishi FUSO Trucks & Buses | Alesayi Motors — Saudi Arabia

Jul 2007 – May 2010

Commercial Vehicle Sales | B2B Fleet Accounts | Early Market Research Foundation

- Coordinated fleet sales for Mitsubishi FUSO heavy trucks and commercial buses, managing corporate and government accounts across the Kingdom.
- Built an early foundation in customer needs analysis, commercial proposal development, and B2B relationship management.
- Maintained strong client relationships resulting in consistent repeat business and high customer satisfaction scores.

CORE COMPETENCIES

- Product Lifecycle Management (PLM)
- Go-To-Market Strategy (GTM)
- Voice of Customer (VoC) Analysis
- Demand Forecasting & Inventory Planning
- Dealer Enablement & Channel Management
- KPI Tracking & Data-Driven Decision Making
- Market Research & Consumer Insights
- Product-Market Fit & Customer Segmentation
- EV & Future Mobility Strategy
- B2B Fleet & Corporate Account Strategy
- Competitive Intelligence & Benchmarking
- Pricing Strategy & Revenue Optimization
- OEM Product Localization (SASO / CAFE)
- Cross-Functional Leadership & Stakeholder Mgmt.
- Data Analysis & KPI Tracking
- PowerPoint: executive-level presentation design
- Advanced Excel: pivot tables, dashboards, forecast

KEY ACHIEVEMENT

- Tripled Mitsubishi L200 market share: 4% → 12% via data-driven pricing & GTM strategy
- Achieved record Saudi automotive sales three consecutive years: 2021, 2022, 2023
- Led award-winning L200 (2024) launch — acclaimed by Mitsubishi Motors for marketing excellence
- Influenced Mitsubishi global OEM product roadmap with Saudi market intelligence
- Generated 2,000+ qualified leads via 10-city nationwide product activation campaign
- Earned Mitsubishi Motors an industry award for innovative accessory revenue strategy
- Led pre-launch product clinic for L200 (2024) that directly shaped Saudi product configuration
- Delivered Jameel Women’s Rally activation, capturing a high-growth emerging customer segment

• EDUCATION • CERTIFICATIONS • LANGUAGES:

EDUCATION

Bachelor of Marketing | 2008 – 2012
University of Modern Sciences, Jeddah | GPA 84.27%

Diploma — Computer Science | 2000 - 2002
Jeddah International Computer Center | GPA 4.09

Diploma — Hardware & Networking | 2006 - 2007
Soft Tools Institute, Pune, India | GPA B+

Diploma – English (writing and Spooking) | 2006
PIT MAN’S Institute, Pune, India | GPA: 58%

CERTIFICATIONS

Advanced AI Productivity Tools (ChatGPT & Automation)
Coursiv | 2025

Advanced English Language Program
Wall Street English Institute | 2002–2003

LANGUAGES

Arabic - Native
English - Fluent