

TOP 40

MARKETING MAESTROS

TOP 40 TECHNOLOGY MARKETING
EXECUTIVES IN THE REGION

RANIA AL KHATIB

MARKETING MANAGER, MINDWARE

Ten years ago, Rania Al Khatib began her career in the IT industry with the regional systems integrator, MDS UAE. And the last three years she has been managing the marketing of the entire product portfolio for the regional distributor, Mindware.

Besides establishing focused loyalty programmes, which cater specifically for the distributor's partners across the region, Al Khatib says one of her recent achievements was the successful launch of Mindware's new identity and new app at GITEX 2014. "This has been satisfying and rewarding."

Being a marketing manager has its own set of challenges, but in order to excel in this role, one must possess exceptional organisational skills, she says. "You also have to be creative and respond well to pressure, especially when handling large portfolio of different vendors with unique requirements.

Remaining proactive and staying ahead of new trends are also very important." And carrying out a project within the allocated budgets is another aspect that comes with experience.

Teamwork is essential for a marketing manager role. "Listening, being able to understand others contributions and then setting clear objectives on how to move forward is key," she adds.

While her role is demanding and challenging, Al Khatib says she is able to overcome it by being patient and assertive. "The pressure to deliver is high and ensuring everyone comes through can be challenging and at certain times, you need to be accommodating."

Even in this challenging work environment, what she loves most about her job is its diverse nature.

"Working with many different vendors and partners mean you have to maintain a relationship with a number of different people

at all levels. One of the interesting aspects of working in marketing is that the success of a specific campaign is measurable, so that can be satisfying. Marketing is an enjoyable role especially since it is dynamic in nature. I love that I get the chance to be creative with no limits as long as I stay within the objective."

Her advice to those entering the field is simple, "Always trust your creativity."



"Working with many different vendors and partners mean you have to maintain a relationship with a number of different people at all levels. One of the interesting aspects of working in marketing is that the success of a specific campaign is measurable, so that can be satisfying. Marketing is an enjoyable role especially since it is dynamic in nature. I love that I get the chance to be creative with no limits as long as I stay within the objective."