

# Strategic Product Visionary & CEO 0 to 1 Innovation Leader.

2025-2026

This is me.

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## Executive Summary

Visionary product leader with **15+ years** building market-ready products across **technology, construction, fitness, and consumer goods**. Proven expertise taking concepts from ideation through design, manufacturing, logistics, and market launch.

Strategic executive who blends creative innovation with **operational excellence** to build sustainable ventures and high-impact products. Excel at leading cross-functional teams, **managing complex supply chains**, and driving revenue growth through product-led strategies.

## Core Competencies.

### End-to-End Product Development.

Transform concepts into market-ready products through complete lifecycle management—from ideation and design through manufacturing, logistics, and launch.

### Manufacturing & Supply Chain.

Negotiate with factories, manage production processes, optimize logistics networks, and ensure quality control across global supply chains.

### Product Design & UX/UI Excellence.

Create user-centered designs from sketches to high-fidelity prototypes. Expert in visual design, user experience optimization, and design systems that drive engagement.

### Strategic Growth & Business Planning.

Develop and execute growth strategies, identify market opportunities, build sustainable business models, and drive revenue expansion through product-led initiatives.

### Strategy & Go-to-Market Execution.

Build compelling brand identities, position products for market success, and execute integrated marketing campaigns that drive customer acquisition and retention.

### AI & Emerging Technology Integration.

Leverage artificial intelligence, machine learning, and emerging technologies to create innovative solutions and competitive advantages in product development.

### Cross-Functional Team Leadership.

Lead diverse teams across design, engineering, operations, and marketing. Excel at fostering collaboration, driving alignment, and delivering results in fast-paced environments.

### Investment & Portfolio Management.

Evaluate investment opportunities, manage diverse portfolios across industries, provide strategic oversight, and drive value creation through informed decision-making.

## Professional Experience.

### Chief Executive Officer. @ BIOND | Doha, Qatar

Jan 2025 - Present

Lead investment holding company driving growth across Technology, AI & Innovation, Construction, Product Design & Manufacturing, and Fitness & Wellness verticals. Direct strategic investments, sustainable development initiatives, and long-term value creation through forward-thinking leadership.

*Key Focus: Strategic Leadership & Vision, Investment & Portfolio Management, Cross-Industry Innovation*

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### Chief Executive Officer. @ Queto | Qatar, UK, Morocco

Sep 2020 - Present

Transform concepts into market-ready products through comprehensive product design, UX/UI excellence, software/hardware innovation, and integrated brand strategies. Build digital ecosystems, elevate user experiences, and partner with clients to craft products that deliver measurable business impact.

*Key Focus: Strategic Product Design & Innovation, UX/UI Leadership, End-to-End Product Development*

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### Board Member. @ MTM Group - Qatar | Doha, Qatar.

May 2021 - Present

Provide strategic oversight and governance supporting growth and innovation across hospitality, fitness, and lifestyle sectors. Focus on long-term value creation, investment opportunities, and sustainable development strategies.

*Key Focus: Corporate Governance & Strategic Oversight, Investment & Growth Strategy*

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### Head of Marketing Department. @ MTM Group - Qatar | Doha, Qatar

Mar 2021 - Sep 2023

Led marketing strategy and brand development across diverse portfolio in hospitality, fitness, and lifestyle. Drove creative campaigns, digital transformation, and customer engagement initiatives that strengthened market position and accelerated revenue growth.

*Key Focus: Marketing Strategy & Brand Management, Digital Marketing & Campaign Execution*

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### Senior Creative Director. @ MTM Group - Qatar | Doha, Qatar

Mar 2019 - Feb 2021

Led creative vision across hospitality, fitness, and lifestyle brands. Managed cross-functional teams delivering award-winning campaigns and experiential designs that strengthened brand equity and customer engagement.

*Key Focus: Creative Direction & Concept Development, Cross-Functional Team Leadership*

## Head of design Studio & Creative Director.

@ MKT Benchmark | Bahrain.

Feb 2016 - Oct 2017

Directed brand strategy and multi-channel campaigns for leading regional and international clients. Delivered high-impact creative concepts, oversaw design execution, and ensured alignment with business objectives and market trends.

*Key Focus: Creative Strategy & Brand Development, Campaign Ideation & Execution*

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## Creative Director & Founder.

@ SPIKAL | Casablanca, Morocco

Jan 2010 - Feb 2015

Lead investment holding company driving growth across Technology, AI & Innovation, Construction, Product Design & Manufacturing, and Fitness & Wellness verticals. Direct strategic investments, sustainable development initiatives, and long-term value creation through forward-thinking leadership.

*Key Focus: Strategic Leadership & Vision, Investment & Portfolio Management, Cross-Industry Innovation*

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## Junior Creative director.

@ COM ON NOW | Marrakech, Morocco

May 2008 - Dec 2010

Directed the brand's creative strategy and visual identity for an e-commerce platform. Delivered engaging campaigns, user-centric design solutions, and digital content to enhance customer experience and online growth.

*Skills: Creative Strategy & Visual Branding · Digital Marketing & E-commerce Campaigns · UX/UI Design & User Journey Optimization · Content Creation & Art Direction · Cross-functional Team Collaboration*

## Education.

Design & Creative Strategy.

Multiple certifications and professional development in product design, UX/UI, and innovation management

## Languages.

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Arabic (Native)   English (Fluent)   French(Fluent)   Spanish (Basic)

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