



## Kaywan Malayeri

Founder & Strategic Director

### Core Expertise

- Strategic Brand Positioning
- Marketing & Growth Strategy
- Business & Customer Experience Alignment
- Go-To-Market Strategy
- Integrated Marketing Communications
- Brand Architecture & Development
- Executive-Level Strategic Advisory
- Creative Direction & Brand Oversight
- Customer Journey Evaluation
- Brand Consistency & Standards
- Commercial Growth Positioning
- Market Positioning & Competitive Differentiation
- Campaign Strategy & Planning
- Partnership & Sponsorship Strategy
- Public Relations & Brand Visibility
- Leadership & Stakeholder Management
- Agency & Supplier Oversight
- Multi-Asset & Multi-Brand Management
- Hospitality, Sports & Lifestyle Marketing
- Luxury Brand Communication
- Operational & Experience Alignment
- Strategic Business Direction

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## Brand, Marketing & Business Consultant

My work focuses on identifying the disconnect between brand, execution, customer experience, and business direction. Over the past 12 years, I've worked across branding, marketing, customer experience, and strategic growth, helping businesses strengthen positioning, improve alignment, and create long-term value beyond short-term visibility.

### Strategic Involvement

#### Hospitality, Leisure & Destination Branding

Led strategic marketing direction, brand positioning, and customer experience alignment across multi-asset hospitality, leisure, sports, and F&B environments within the UAE market.

Worked across large-scale destination concepts, integrated campaigns, launch strategy, commercial positioning, partnerships, and long-term growth initiatives.

#### Sports & Experience-Led Concepts

Oversaw strategic launch direction for a large-scale sports and shooting destination – including positioning, customer experience alignment, marketing communications, partnerships, visibility strategy, supplier coordination, and operational brand consistency.

#### Dining & Lifestyle Concepts

Led branding, positioning, and growth direction across premium dining and experience-led concepts – focusing on customer perception, commercial visibility, guest experience, and long-term brand value.

Worked across launch strategy, creative direction, marketing communications, partnerships, and operational alignment to strengthen both brand presence and customer engagement.

#### Brand Growth & Strategic Advisory

Supported businesses and leadership teams through strategic direction, brand positioning, customer experience evaluation, marketing alignment, launch planning, and execution oversight across multiple industries.

Strong businesses are built through clarity, not visibility alone.