MAHMOUD ADHAM

CEO | CHIEF GROWTH OFFICER | BOARD MEMBER

Consumer Businesses | Portfolio Value Creation | Scale-Ups & Turnarounds

+97 155 106 2713

email@mahmoudadham.com

linkedin.com/in/mahmoud-adham

www.mahmoudadham.com

Dubai, UAE
GCC / Saudi / UAE focus
(Belgian / Egyptian)

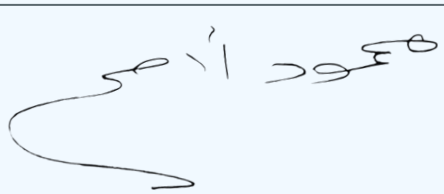
MEDIA, SPEAKING & BACKGROUND

Mahmoud has been featured by CNN, Dubai TV, and The National as the founder of Munchbox and a regional entrepreneur.

He is also an experienced board trainer, startup ecosystem contributor, and mentor to founders through Sheraa — Sharjah Entrepreneurship Center.

He holds a B.Sc. in Mechanical Engineering from Alexandria University and completed Financial Accounting at Harvard Business School.

Mahmoud is fluent in English and Arabic, with fair German proficiency, and is a licensed Light Sport Aircraft pilot.



Founder-Operator | From Idea to Acquisition

EXECUTIVE PROFILE

Mahmoud Adham is a CEO, Chief Growth Officer, and board member with a track record of building and scaling consumer-facing, operationally complex businesses across the GCC, Western Europe, and Africa.

He created Munchbox from scratch, scaling it into an 8-figure omnichannel consumer business with a UAE factory, six product categories, 90+ people, full P&L ownership, and distribution across 2,000+ retail doors, before selling it to Savola, one of the regions largest food conglomerates.

Before Munchbox, Mahmoud held senior leadership roles at Procter & Gamble and Mars across Belgium, Nigeria, Egypt, and Dubai. He led engineering and technology rollouts across Western Europe, managed more than $300 million in capital projects, and drove manufacturing, supply chain, and operating transformation mandates.

Mahmoud currently advises CEOs, funds, and consumer companies on commercial growth, operating cadence, and execution. Recent work includes supporting a $100m annual revenue client in doubling its FMCG division sales within two months without increasing marketing spend.

He is also a board member of Carnistore, appointed by Emirates Growth Fund, a AED 1 billion UAE investment fund, and serves in an advisory board capacity with MilkUp, an agri-tech ERP platform. He also serves as a board advisor to arab.org, a regional social impact platform, as part of his charity and ecosystem work.

Mahmoud combines blue-chip corporate systems with the pragmatic urgency of an entrepreneur who has built and sold a business from the ground up. He is empathetic on a human level, but disciplined in linking activity to commercial outcomes. In the boardroom, he turns complex challenges into clear narratives that align stakeholders, while pressure-testing the details behind channels, margins, customer economics, teams, and execution rhythm.