

# Mahmoud Adham

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With a proven track record of managing >\$300 million in projects for Fortune 100 companies across Belgium, Nigeria, Egypt, and the UAE, I have also built a multimillion-dollar FMCG Foodtech brand from the ground up, leading to its successful acquisition by the Middle East's largest food company. With over 24 year of experience, I am eager to leverage my visionary leadership, and strategic expertise, to exponentially scale or turnaround a business that I believe in and am excited about.

## Career History

### 10X ScaleUps – Founder and Managing Partner

June 2025 – Present, Dubai, UAE

- Enabled a \$100m annual revenue client to double their FMCG division sales within the first 2 months of engagement with zero additional marketing spend.
- Doubled the customer base and tripled the SKU lineup of a UAE household cleaner brand within 5 months and 10% additional R&D spend.

### Munchbox – Founder and CEO

October 2013 – December 2024, Dubai, UAE

- Created and launched the GCC's pioneering "Better for You" food FMCG brand, evolving it from a bootstrapped concept to a successful acquisition by the largest food company in the Middle East.
- Secured \$10 million in venture capital and strategic investment, catalyzing rapid 6X revenue growth over two years through disruptive business models across the GCC and advanced food processing technologies.
- Recruited and spearheaded a multifunctional team of over 90 professionals based in the UAE and Saudi Arabia to drive operations in manufacturing, R&D, E-commerce, and marketing, emphasizing data-driven decision-making.
- Developed and executed a strategic Omnichannel Go-To-Market plan, integrating digital and physical distribution channels, partnering with major chains like Carrefour, Hyper-Panda, and Spinneys, and appointing and managing five distributors, resulting in a physical presence in over 2,000 doors across the GCC.
- Improved the contribution margin by 48% with the assistance of the in-house data science team to streamline the international supply chain, improve global sourcing strategies, fine-tune HS codes, and optimize the SKU/channel sales mix.
- Chaired monthly board meetings with key stakeholders, including investors and industry experts, to steer the company direction towards growth.

### Mars Inc – Value Stream and Technical Manager

October 2010 – October 2013, Dubai, UAE

- Managed an organization of 120 people to deliver the highest quality, and lowest cost possible for an annual production of \$500m of chocolate for the META region.
- Successfully delivered the factory expansions and managed the capital spending budget of \$50m via the local and global engineering teams.

### Procter & Gamble – Western Europe Engineering Section Head

November 2008 – October 2010, Brussels, Belgium

- Responsible for the \$100m capital budget and projects delivery across 9 plants for household cleaners (Febreze, Mr Propre, Flash, Viakal, and Swiffer brands).
- Global owner of the Household cleaners Supply Chain Technology Master plan, spanning 11 sites across 4 continents.

## Previous Roles

- **Dec 2005 – Nov 2008:** P&G Plants Engineering Manager, Ibadan, Nigeria
- **Dec 2004 – Dec 2005:** P&G Regional Project Manager, MEA, Brussels, Belgium
- **Feb 2002 – Dec 2004:** P&G Projects Department Manager, Cairo, Egypt
- **Aug 1999 – Feb 2002:** P&G Operations Line Manager, Cairo, Egypt

• **Board Member:** linkedin.com/company/milkup

• **Nationality:** Belgian/Egyptian

• **Hobbies:** Flying enthusiast (Licensed Pilot for LSA aircraft), CrossFit

• **Languages:** English (fluent), Arabic (mother tongue), German (fair)

• **Education:** B.Sc. in Mechanical Engineering - Alex University, Egypt, Financial Accounting, Harvard Business School

## Media Appearances (unpaid)

- **CNN (English):** [youtu.be/Z5TzqX2Tnrl](https://youtu.be/Z5TzqX2Tnrl)
- **Dubai TV (Arabic):** [youtu.be/RtgJG-4s9cE](https://youtu.be/RtgJG-4s9cE)
- **The National (English):** [shorturl.at/MNFMm](https://shorturl.at/MNFMm)