

Mahmoud Adham | CEO | Chief Growth Officer | Board Member

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

CEO and commercial growth leader with a track record of building and scaling consumer-facing, operationally complex businesses across the GCC. Created Munchbox from scratch, scaling it into an 8-figure omnichannel consumer business sold across major retails in the GCC, with a UAE factory, 6 product categories, 90+ people, and distribution across 2,000+ retail doors, before selling to Savola, one of the Middle East's largest food groups. Currently a Board Member of Carnistore, appointed by Emirates Growth Fund, a AED 1 billion UAE investment fund. Previously held senior leadership roles at Procter & Gamble and Mars across Belgium, Nigeria, Egypt, and Dubai, leading engineering and technology rollouts across Western Europe and managing more than \$300 million in capital projects.



Career History

10X ScaleUps – Founder and Managing Partner

June 2025 – Present, Dubai, UAE

- Supported a Saudi and GCC consumer business with \$100m annual revenue in doubling its FMCG division sales within two months without increasing marketing spend.
- Supported a Portugal-based business in reducing customer acquisition cost by half with no additional marketing spend.
- Helped a UAE household cleaner brand double its customer base and triple its SKU lineup within seven months with only 10% additional R&D spend.

Munchbox – Founder and CEO

October 2013 – December 2024, Dubai, UAE

- Created one of the region's pioneering FMCG brands and scaled it from scratch into an 8-figure omnichannel consumer business, sold across all GCC countries including Saudi Arabia, and acquired by Savola.
- Held full P&L ownership across revenue, margin, operating cost, cash discipline, and growth investment decisions.
- Built a UAE-based factory, developed six product categories, and hired and developed the management team across the Dubai and Jeddah offices.
- Led a 90+ person organization across manufacturing, R&D, commercial, e-commerce, marketing, finance, and operations.
- Built the commercial engine across modern trade, self-managed distribution fleet, regional distributors, e-commerce, q-commerce, and direct-to-consumer channels.
- Expanded distribution to 2,000+ retail doors across the GCC, including Carrefour, HyperPanda, Spinneys, own fleet, and five regional distributors.
- Delivered 6x revenue growth over two years and improved contribution margin by 48% through product innovation, channel expansion, sourcing, supply chain optimization, and SKU/channel mix management.
- Chaired the company board with investors and Savola representatives, aligning stakeholders on governance, capital allocation, and strategic priorities.

Mars Inc – Value Stream and Technical Manager

October 2010 – October 2013, Dubai, UAE

- Led a 120-person organization responsible for quality, cost, and operational delivery for annual chocolate production of approximately \$500m for the META region.
- Delivered factory expansions and managed a \$50m capital spending budget through local and global engineering teams.

Procter & Gamble – EMEA (Europe Middle East & Africa) Engineering Section Head

November 2008 – October 2010, Brussels, Belgium

- Led engineering and technology rollouts across Western Europe for P&G's household cleaners portfolio, including Febreze, Mr Proper, Flash, Viakal, and Swiffer.
- Served as global owner of the Household Cleaners Supply Chain Technology Master Plan, spanning 11 sites, four 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, Advisory & Governance Roles

- Board Member** — **Carnistore:** Appointed by Emirates Growth Fund, a AED 1 billion UAE investment fund.
- Advisory Board / Board Advisor** — **MilkUp & arab.org:** Agri-tech ERP and regional social impact platform; founder advisory, charity, and ecosystem contribution.
- Board Trainer:** Experienced in delivering board training and governance-related sessions.

Education, Languages & Background

- Education:** B.Sc. Mechanical Engineering, Alexandria University; Financial Accounting, Harvard Business School
- Languages:** English fluent, Arabic native, German fair
- Other:** Licensed Pilot for LSA aircraft; CrossFit

Media Appearances

- Featured by CNN, Dubai TV, and The National

Dubai, UAE | GCC / Saudi / UAE focus | Belgian / Egyptian