

**Madge Walas, Assoc. CIPD, MBA Brand Strategist | Luxury Brand Development | Modern Marketing**

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## **Professional Summary**

Dynamic and results-oriented Brand Strategist with extensive experience in brand positioning, strategic marketing, and impactful brand activations across luxury retail and hospitality sectors.

An experienced professional in premium brand storytelling, CRM-driven customer engagement, and the development of luxury loyalty programmes, with invaluable experience gained at the Chalhoub Group—the Middle East’s leading retail powerhouse in beauty, fashion, and gifts. Skilled in elevating brands through strategic partnerships, VIP customer experiences, and high-profile marketing campaigns that promote excellence and exclusivity.

Adept at crafting compelling brand narratives, launching new products, and fostering influential collaborations to enhance prestige and desirability. Passionate about curating unforgettable experiences that resonate with high-end consumers and bolster brand loyalty.

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## **Core Competencies**

- ✓ Brand Strategy & Positioning
  - ✓ Luxury Brand Management
  - ✓ Market & Consumer Insights
  - ✓ Product Launches & Portfolio Management
  - ✓ Strategic Partnerships & Stakeholder Engagement
  - ✓ Digital & Influencer Marketing
  - ✓ Event Planning & Brand Activations
  - ✓ P&L & Budget Management
  - ✓ Multi-Channel Campaign Execution
  - ✓ CRM & Customer Loyalty
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## **Professional Experience**

### **Managing Director**

*Generation Canvas* | Dec 2017 – Present

*Branding & Marketing Consultancy for Luxury Hospitality and F&B*

- Developed and executed brand strategies for luxury hotels, upscale restaurants, and premium lifestyle venues in Europe and the Middle East.
- Led high-impact rebranding and market repositioning initiatives, enhancing brand equity and visibility.
- Oversaw luxury product launches, brand partnerships, and exclusive events, securing media coverage and influencer engagement.
- Defined customer-centric marketing strategies, leveraging insights to optimise brand communication and digital experiences.

### **Brand Marketing Consultant**

*TOP Hospitality Services, Dubai* | Sep 2017 – Present

- Spearheaded brand portfolio management, aligning with global and regional brand owners.
- Executed strategic brand activations, luxury product campaigns, and premium collaborations to drive awareness and sales.
- Developed bespoke CRM-driven engagement strategies, enhancing customer retention for high-end clientele.
- Managed multi-million-dollar marketing budgets, ensuring maximum ROI and strong revenue performance.

### **Brand Image Consultant**

*Middle East Broadcasting Networks* | Jun 2019 – Dec 2019

- Defined and implemented on-air and digital brand identity strategies for luxury-driven media personalities.
- Partnered with top-tier stylists, beauty consultants, and industry insiders to enhance brand image consistency.

### **Brand Marketing Consultant & Project Manager**

*Donatello Hospitality Group, Dubai* | Nov 2012 – Aug 2017

- Led the rebranding of a four-star luxury hotel, refining its positioning in the upscale hospitality market.
- Managed two successful luxury F&B concept launches, developing branding, PR, and digital campaigns.
- Implemented CRM strategies and customer segmentation, driving increased guest engagement and direct bookings.

## Group Retail CRM & Loyalty Manager (Beauty, Fashion, Gifts)

*Chalhoub Group, Dubai* | Oct 2011 – Nov 2012

- Developed CRM and luxury loyalty programmes to increase brand engagement across fashion, beauty, and lifestyle verticals.
  - Conducted in-depth consumer insights research to tailor exclusive membership experiences for high-net-worth individuals (HNWIs).
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## Education & Certifications

- **MBA, Marketing** – Wrexham University (2024 – 2026)
  - **Certified CIPD Associate (Training and Development)** (2007 – 2008)
  - **CELTA Certification** – University of Cambridge (2007 – 2008)
  - **BA English Linguistics** – Adam Mickiewicz University (1996 – 2000)
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## Key Achievements

- ✓ Launched **multiple luxury venues** across the Middle East and Europe, securing top-tier brand positioning.
  - ✓ Executed **exclusive brand activations and collaborations** with premium influencers and luxury media.
  - ✓ Designed and implemented **bespoke customer loyalty programmes**, enhancing high-value customer retention.
  - ✓ Managed **multi-million-dollar marketing budgets**, consistently delivering **above-target revenue growth**.
  - ✓ Secured extensive **press coverage and digital exposure** through strategic PR and influencer partnerships.
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## Languages

- **English** (Fluent)
  - **Polish** (Native)
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## Technology & Tools

- **CRM & Loyalty Platforms:** Salesforce, Opera, Fidelio
- **Marketing & Analytics:** Google Analytics, Meta Ads, HubSpot
- **Design & Branding:** Adobe Suite
- **E-commerce & Digital:** WordPress, SEO