



INTERSECT POINT

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WHERE IDEAS AND STRATEGIES MEET

# Who we are

## At the Intersect

At Intersect Point, our name defines our purpose. We are the meeting point where ideas become strategies, strategies become results, and vision becomes measurable success. We connect companies with their markets, aligning communication, marketing, and business goals into one cohesive direction.

Our work is built on strategic clarity and real-world understanding, backed by 20 years of hands-on experience. From major retail and service brands to emerging ventures and visionary entrepreneurs, we have led campaigns and projects that move businesses forward, with creativity insight, and execution.

Whether you are building a brand from the ground up or amplifying an established presence, Intersect Point brings together the expertise, structure, and creativity needed to transform vision into sustainable growth and market relevance.



# The recipe to Unlock your Business Growth

We do what we are really good at: dealing with the parts of your business that make it work. For many of our clients, this starts with marketing and strategic communication, with the support of business assembly knowledge, without losing focus on the clear commercial objective, consistent results and business scaling potential.

This perspective is a detail that makes all the difference, and it is the basis of our strategic approach: go-to-market executions geared towards business growth that we offer to the clients we serve.

# Our Process



## 1 PHASE

### Where we are

Business diagnosis  
and assessment

Needs & Objectives  
Alignment

## 2 PHASE

### Where we go and why

Strategy & Design  
tailored made

Action plan &  
Roadmap

## 3 PHASE

### How do we get there

Tactic planning &  
Execution

Collaborative  
partnership & Teams  
Mentoring

## 4 PHASE

### How to maintain and continue evolving

Management &  
Monitoring + Teams  
Mentoring

Sustainable impact

# Brands who trust our services



# What we do

Marketing isn't about doing all the things, it's about doing the right things and executing them in a strategic, sustainable way.

## **STRATEGIC MARKETING SERVICES**

- Marketing & communication strategic growth planning
- Brand building and positioning strategy
- Brand identity & naming development
- PR and media advisory
- Digital presence: social media & content creation
- Paid advertising

# EVENTS AND CAMPAIGNS

## EVENTS – CONCEPT & EXECUTION

- Brand or product launches (physical, digital, or hybrid)
- Business conferences and trade fairs presences (curated or hosted for clients)
- Private networking events, executive roundtables and c level gatherings
- Client appreciation gatherings and loyalty events
- Training workshops, masterclasses, and training sessions
- press events and media briefings

# Growth Atelier

Strategic direction. Confident expansion.

Expanding into the Middle East is an incredible opportunity, but it requires precision, cultural understanding, and the right local partner. At Intersect Point, we bring over 10 years of hands-on experience in the GCC market, helping brands navigate these dynamic landscapes with confidence and clarity.

Building networking and the right partnerships, handling negotiations, solving unexpected hurdles, and learning the nuances only come with real, on-the-ground experience.

Our role is to help you dive into the market waters without the inconveniences, time losses, or unnecessary costs that many newcomers face.

Support is present at every level, from high level strategic decisions to the small but essential practical details that truly make the difference.



To-go-market marketing plan



Building consistent Brand presence and network



Securing the best places to meet, present, and negotiate



Navigating cultural etiquette and business expectations



Partnerships and networking plan

# How it Works

For your business

You built your business out of passion, but managing strategy, operations, and sustainable growth can quickly feel overwhelming. That's where we step in. At Intersect Point, our Business Leadership Concierge and fractional CMO solutions provide the expert guidance you need to streamline operations, enhance financial stability, and elevate your overall Business Performance, including brand positioning, marketing effectiveness, and communication strategy.

# Senior Expertise

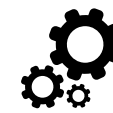
Tailored To Your Business

## 01. STRATEGIC VISION



Expertly crafted executive marketing and communication strategic plan aligned to your business goals.

## 03. LEADERSHIP & EXPERTISE



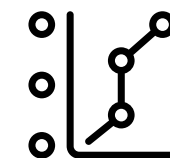
High-level marketing leadership and strategic guidance that will leave lasting results by upskilling your team, nurturing junior talent to unlock their potential to better performance in the future.

## 02. GROWTH FOCUS



Concentrates on brand growth strategies , that identify optimal partnerships, tactics and actions to drive measurable results. No mindset fluff, just actionable omni channel marketing direct plans and customer outreach strategies designed for immediate implementation and real results.

## 04. PERFORMANCE OPTIMIZATION & FUNNEL BUILDING



Analyses data and optimizes campaigns for measurable results, while guiding potential customers through an optimized sales funnel for higher conversions.

# Curious About Outsourcing Marketing Expertise?

Discover How Intersect Point's Expertise Scales, Optimizes, and Drives **Your Success**.

**Let's talk growth**

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