



MURTAZA MANDVIWALA

Digital Marketing Leader | Paid Media, AI/GEO Search, AI Automations, HubSpot
Driving Pipeline in MedTech, Medical Aesthetics, Rehabilitation & Animal Health Segment

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Summary

B2B growth marketing leader with 10+ years driving pipeline in MedTech, medical aesthetics, and pharma - capital-equipment sales cycles, distributor networks, and B2B2C pull-through.

Currently lead corporate and digital marketing at INDIBA across six divisions; contributed to **30% YoY revenue growth**. Built the HubSpot infrastructure, attribution model, and 8-person in-house team that made the growth repeatable.

Core Strengths:

1. Full-funnel paid media (Google, Meta, LinkedIn) tied to pipeline contribution
2. HubSpot architecture, CRM/ERP integration, and revenue attribution
3. AEO/GEO search — visibility inside AI-generated answers and LLM outputs
4. B2B2C pull-through programs that turn clinical customers into demand channels

Background spans INDIBA, Lumenis, Medica Group (Galderma, Sinclair, Merz, Syneron Candela), and agency work across EMEA and the GCC.

Work Experience

INDIBA Group – Sep 2025 – Present (9 months)

Head of Corporate & Digital Marketing

Lead global marketing across six divisions - Rehabilitation, Medical Aesthetics, Beauty, Intimate Health, Animal Health, and Pharma - reporting to the CMO. Mandate: build a commercially accountable, data-driven marketing function across a complex B2B sales model.

- Own global demand generation across paid media, SEO/AEO/GEO, content, and conversion - engine now drives 80% of digitally generated inbound leads and contributed to 40% YoY website traffic growth
- Built and launched the Practice Marketing Program, a B2B2C pull-through engine that helps clinical customers generate end-patient demand and improves customer retention
- Built the marketing ops foundation from scratch - HubSpot implementation, lead lifecycle, attribution model, ERP/CRM integration, and ROI reporting tied to pipeline
- Integrated ON24, Seismic, and Docebo LMS into the commercial funnel to strengthen engagement, sales enablement, and lead attribution
- Established an in-house delivery team across performance marketing, design, web, and eCommerce — reducing agency dependence and accelerating speed to market

- Manage €1.5M+ budget, lead 8 FTEs, and contributed to 30% YoY revenue growth
- Partner cross-functionally with Sales, IT, Product, and leadership across North America, EMEA, LATAM, and APAC

INDIBA Group – Apr 2020 -Aug 2025 (5.5 yrs)

Sr. Manager, Corporate & Digital Marketing

Led global digital marketing and demand generation across MedTech and Pharma divisions, owning brand awareness, customer engagement, and revenue contribution end-to-end.

- Built an in-house team of 8 FTEs across performance marketing, social, web, and creative - replacing fragmented agency coverage with an internal delivery engine
- Owned global digital operations spanning demand generation, paid media, social, web optimization, CX, and content
- Laid the foundation for the HubSpot implementation, attribution model, and marketing ops framework that scaled into the global Head of role

Lumenis – March 2018 – March 2020 (2 yrs)

Digital Marketing Manager

Owned digital activation across EMEA for Lumenis' aesthetic and surgical portfolios - driving brand performance, supporting field sales, and capturing share in a highly competitive energy-device category.

- Led full-funnel paid media, SEO, search, social, and marketing automation across EMEA, impacting a database of 1.5M+ clients and prospects
- Worked within Salesforce CRM to align digital lead capture, routing, and attribution with the regional sales pipeline
- Built and executed multi-country campaigns supporting product launches and new market entries
- Managed agency relationships and partnered with regional sales teams and distributors to convert digital activity into qualified pipeline

Medica Group – July 2015 – February 2018 (2.8 yrs)

Digital Marketing Specialist

Executed localized digital activation across the GCC for global aesthetic and dermatology brands - Galderma, Sinclair, Merz, and Syneron Candela - in alignment with each brand's global marketing strategy.

- Translated global brand strategy into market-specific activation across digital, social, and search channels
- Drove end-consumer demand for aesthetic treatments through B2B2C campaigns, generating inbound leads for clinical partners
- Managed multi-brand campaign delivery against KPIs spanning engagement, lead volume, and brand awareness

Pepperweb – March 2013 – June 2015 (2.4 yrs)

Digital Marketing Executive

Led digital activation and media buying for medical aesthetics and wellness clients across the GCC, managing \$2.5M+ in annual marketing budget across organic and paid channels.

- Drove 2x business growth across client portfolios through integrated digital campaign strategy
- Owned digital activation planning, creative development, and client pitching across multiple concurrent engagements

Ephlux – May 2009 – February 2013 (4 yrs)

Integrated Marketing Specialist

Managed corporate and partner websites for US and Pan-European clients - content, on-page and off-page SEO, link building, and analytics. Foundational role that anchored later expertise in SEO and content strategy.

Education

Digital Marketing: Disruptive Strategy Programme, Marketing - 2021

University of Oxford

MBA (Marketing) - 2013

Mohammad Ali Jinnah University, Karachi, Pakistan

BBA (Financial Management) - 2011

Mohammad Ali Jinnah University, Karachi, Pakistan

Skills & Expertise

1. **Growth:** Paid Media · SEO · AEO/GEO · Demand Gen · ABM · CRO
2. **Platforms:** HubSpot · Salesforce · GA4 · GTM · Google/Meta/LinkedIn Ads · ON24 · Seismic
3. **Strategy:** B2B Pipeline · B2B2C · Capital Equipment · Distributor Marketing · Global Launches
4. **Leadership:** Team Building · Agency Management · Cross-Functional · Budget · Executive Reporting
5. **AI Enablement:** AI Search · LLM Discoverability · Marketing Automation · AI Chatbots/Agents
6. **Language:** English