

Mahmoud Massoud

Biography



Mahmoud Massoud is a Chief Executive Officer at Geo Tree and an experienced National Sales Manager at AlDoha Co. for Foodstuff, with over 15 years of progressive experience in the Fast-Moving Consumer Goods (FMCG) sector across Egypt and the Middle East.

A graduate of Helwan University in Cairo, Mr. Massoud holds a Bachelor's degree in Business and Commerce. Throughout his career, he has built a strong reputation for achieving sales excellence, driving business growth, and leading high-performance teams with a focus on strategic execution and measurable results.

He has held key leadership positions in several prominent organizations, including The Dannon Company, Lactalis International, LAMAR, and Mars KSA, where he played a pivotal role in expanding markets and increasing revenue.



Renowned for his strategic sales management, exceptional negotiation skills, and deep understanding of trade marketing, Mr. Massoud has consistently delivered outstanding commercial results. His contributions have made significant impacts on both national and regional business development initiatives.

In addition to his corporate leadership, Mr. Massoud is a respected business consultant and sales trainer, sharing his expertise with leading companies such as Ayman Afandy, Raslan, Inrbrands, and Mars KSA, among others. His training programs have empowered sales teams and elevated commercial capabilities across various industries.

With a demonstrated history of success in the FMCG industry, he is highly skilled in negotiation, sales operations, channel development, and team leadership. His people-focused leadership style, combined with his unwavering commitment to operational excellence, positions him as a highly valuable asset to any organization in the consumer goods sector.