

Omar A. Badr

Marketing and Communications Director

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SUMMARY

Marketing and Communications Director with 14+ years experience driving go-to-market strategies across Web3 and VC-driven ecosystems. Expert in building high-performing marketing departments from scratch and leading distributed teams to transform complex technology into market-leading positions.

EXPERIENCE

Marketing Director

EMURGO Labs

01/2025 - Present UAE - Remote

A full stack agency specializing in RWA (real-world asset) integration and Web3 solutions.

- Directing SDG Blockchain Accelerator launch with UNDP, generating 1,000+ qualified applications across 150 countries and 21 UN entities.
- Impacted 30 UNDP offices by linking them to 30 Web3 startups with complimentary blockchain solutions.
- Leading go-to-market and community marketing for multiple institutional-grade (WFP & UNDP) Web3 products within the Cardano ecosystem.

Marketing Director

EMURGO Africa

07/2023 - 01/2025 UAE - Remote

The investment and commercial arm of the Cardano blockchain.

- Partnered with PwC to launch the *State of Web3 in Africa* report, achieving 1,000+ Tier-1 PR pickups, 200,000+ digital impressions.
- Managed and mentored a cross-functional remote team of four specialists across Egypt, Kenya, Japan, and Nigeria.

Marketing and Communications Director

Flat6Labs

01/2022 - 07/2023 Cairo, Egypt

An early-stage VC firm and startup accelerator with a portfolio of 350+ startups across the Middle East and Africa.

- Built and led a 16-person marketing department from the ground up, managing senior leaders across four specialized units: Events, Digital Marketing, Creative, and Social Media.
- Executed high-level marketing strategies for corporate programs in collaboration with Tier-1 banks, Development Finance Institutions (DFIs), and fund-of-funds.
- Directed regional outreach campaigns for seed programs, managing relations with 25+ institutional investors and Limited Partners (LPs) to drive venture growth across MENA.

Communications Manager

Flat6Labs

01/2014 - 01/2022 Cairo, Egypt

Social Media Specialist

Dentsu Creative

03/2013 - 01/2014 Cairo, Egypt

Variable Program Coordinator

KidZania Cairo

06/2012 - 03/2013 Cairo, Egypt

EDUCATION

Bachelor of Arts, Communications and Media

The American University in Cairo

2007 - 2011 Cairo, Egypt

SKILLS

Marketing and Strategy

Brand Building, PR & Media, Executive Presentations, Budget Management, Team Leadership, Content Creation, Google Analytics, Email Marketing, Event Marketing

Digital Marketing and Tools

LinkedIn Ads, Meta Ads, Google Ads, Mailchimp, Zapier

Project and Team Management

HubSpot, ClickUp, Airtable, Notion, Jira, Confluence

Design and Creative Tools

Adobe Creative Suite, Figma

KEY ACHIEVEMENTS

Global Ecosystem Growth - EMURGO Labs

Directed UNDP SDG Blockchain Accelerator launch, securing 1,000+ apps from 150 countries and pairing 30 Web3 startups with 30 UNDP offices.

Thought Leadership & PR - EMURGO Africa

Partnered with PwC on Web 3 report, driving 1,000+ Tier-1 PR pickups, 200k+ reach, and 3 sold-out launches in Kenya, South Africa, and Nigeria.

Social Impact Marketing - Flat6Labs

Led StartMashreq (IFC/World Bank) comms with a ~\$200k budget, providing GTM support for displaced founders in Lebanon, Iraq, and Jordan.

INTERESTS

Graphic Design

I believe that clear design is the shortest path to credibility.

Web3 and Crypto

Interested in RWA utility and decentralized community-owned infrastructure.

Aviation and Flying

Private pilot and aviation enthusiast.