

Majd Abi Ali

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FOUNDER | AI PRODUCTS | STRATEGY | PARTNERSHIPS

Building intelligent products and partnerships that turn market signals into growth.

PROFILE

Founder and technology executive with 12+ years building AI products, partnerships and growth across creator technology, digital media and global platforms. Founder of Influsense, an AI intelligence platform helping organisations discover emerging creators and trends before they become mainstream. Previously held senior leadership roles at Snap, TikTok and VICE across EMEA and MENA, combining product strategy, commercial leadership, data and hands-on execution.

CORE EXPERTISE

- AI product strategy and market intelligence
- Creator, media and platform ecosystems
- Product discovery, pricing and roadmap
- Data driven decision making
- Executive storytelling and investor communications
- Enterprise partnerships and go to market
- Cross functional leadership and team building
- International growth across EMEA and MENA

PROFESSIONAL EXPERIENCE

INFLUSENSE

Influsense | CEO and Co Founder

London, UK

Feb 2024 to

Present

- Built and leads an AI intelligence platform that identifies emerging creators, topics and momentum before they become obvious through conventional databases.
- Defined product vision, proprietary scoring systems, monitoring workflows, pricing and go to market strategy from concept through commercial launch.
- Led fundraising, investor relations, customer discovery and enterprise partnerships while coordinating engineering, product and commercial workstreams.
- Transformed fragmented platform data into decision ready research, watchlists and market intelligence for brands, agencies and talent teams.
- Validated product market fit through pilots, demos and direct customer feedback, translating demand into roadmap and positioning decisions.

SNAP

Snap Inc | Senior Partner Manager, EMEA Sports and Media Partnerships

London, UK

Jul 2024 to Jul

2026

- Led strategic partnerships across EMEA for major sports leagues, broadcasters, publishers and media organisations.
- Developed regional programmes combining creators, augmented reality and short form storytelling to grow engagement and partner reach.
- Connected partner needs with product, commercial, creative and regional teams to shape scalable go to market initiatives.
- Used market and partner insight to identify new audience behaviours, platform opportunities and partnership priorities.

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TIKTOK

TikTok | Strategic Vertical Lead, UK and Nordics
London, UK

May 2022 to Feb
2024

- Led growth and monetisation partnerships across lifestyle, media, education and sports in the UK and Nordics.
- Led the EMEA rollout of TikTok Series, shaping the proposition, partner selection, launch plan and adoption programme.
- Delivered more than £25K average GMV per programme and 1B+ cumulative views through data, partner insight and cross functional execution.
- Converted market learning into repeatable product and go to market playbooks with product, sales and marketing teams.

VICE

VICE Media | Director of Digital, MEA, previously Head of Audience
Dubai, UAE

Oct 2017 to May
2022

- Founding member of VICE Arabia, helping grow the business from launch to 7M monthly users and more than \$20M in contributed revenue.
- Led a 50+ person team and a network of 200+ creators across multiple markets.
- Translated audience and cultural insight into editorial, product, partnership and commercial decisions for global brands and regional leadership.
- Built repeatable operating systems that improved delivery, scaled output and enabled faster decisions across a complex regional business.

OSN

OSN | Head of Social
Dubai, UAE

Feb 2017 to Oct
2017

- Led social strategy across 14 MENA markets and introduced emerging digital formats for major entertainment launches.
- Built a conversational chatbot for the Game of Thrones season launch and standardised multi market delivery workflows.

OGILVY

Ogilvy | Regional Operations Manager, MENA
Dubai, UAE

Aug 2013 to Feb
2017

- Oversaw operations across 14 offices, improving resource planning, delivery discipline and regional performance visibility.
- Standardised workflows for major client programmes across complex internal and external stakeholder groups.

EDUCATION

MS, Quantitative Management, NYU Stern School of Business

2023

Statistical modelling, data science, predictive analytics, databases and customer insights.

BA, Mass Communications and Advertising, American University of Sharjah

2012

SELECTED LEADERSHIP AND RECOGNITION

- 500 Global Creators Ventures Accelerator: Founder participant focused on emerging technology, product strategy and venture scale up.
- Industry speaking: Creator monetisation, emerging platforms and digital growth for senior talent managers, publishers and technology leaders.
- FutureList Innovation Memo: Influsense featured for its approach to AI powered discovery and market intelligence.