

Uwais Ali Mahmood: Reshaping Brands, Redefining Marketing Across Borders



Dubai, United Arab Emirates Jul 28, 2025 ([IssueWire.com](https://www.issuewire.com)) - In an increasingly competitive digital economy, Uwais Ali Mahmood has emerged as one of the region's most versatile and visionary marketing strategists. With a professional journey that spans over 14 years, Uwais has successfully bridged the worlds of advertising, real estate, hospitality, restaurants, IT, and high-impact government projects—building a reputation that transcends industries and geographies.

Today, he is the Founder and CEO of Endorse Media, a UAE-based agency offering full-spectrum marketing services. His story is not just one of business success but of strategic reinvention, cultural insight, and purpose-driven impact.

Early Career Building a Strategic Mindset:

Uwais's path began in Islamabad, where he earned his MBA in Marketing and quickly joined the advertising and IT sectors. These early roles gave him a ground-level understanding of brand psychology, audience behavior, and the growing influence of digital platforms. Soon after, he took on project management roles in the public sector, including notable assignments with ISPR (Inter-Services Public Relations). Managing national-level communications and outreach initiatives taught him the importance of precision, discretion, and large-scale impact.

Expanding into the UAE A Multifaceted Career:

Relocating to the United Arab Emirates marked a major transition. Uwais explored and led marketing functions across hospitality, restaurants, and IT, eventually carving out a significant space in the real estate industry. Over the course of seven years, he established and scaled the marketing department of a private developer in the Northern Emirates, ultimately rising to the role of Director.

His efforts played a critical role in shaping brand narratives, driving investor engagement, and modernizing digital outreach. One of his projects even received recognition at the Bayut & Dubizzle Awards, underscoring his ability to create market-winning strategies.

<https://gulfnews.com/business/corporate-news/gj-real-estate-wins-bayut-dubizzle-award-1.1618374225293>

Recognition & Consulting Work

Uwais's ability to execute across cultures and markets saw him consulting with clients not only in the GCC but also in Switzerland, where he helped a nonprofit organization revamp its global brand identity and outreach. His passion for meaningful, mission-driven work made him a natural fit for the NGO space—proof of his multidimensional thinking and compassion-led leadership. As featured in the **Khaleej Times**, he has also become a voice for the new age of lifestyle and brand marketing:

[Featured in Khaleej Times](#)

Endorse Media:

Strategy, Storytelling, and ScaleWith over 14 years of multifaceted experience across advertising, hospitality, restaurants, IT, real estate, and both government and private sector projects, Uwais Ali Mahmood founded Endorse Media with the vision of offering integrated brand solutions tailored to modern business challenges.

Today, the agency specializes in Digital Marketing & SEO Public Relations & Influencer Collaborations Event Management Video & Commercial Production Social Media Strategy Website & Mobile App Development CRM & Mar tech Consulting Uwais has conceived and delivered comprehensive marketing programs that combine brand elevation, event curation, digital transformation, and global influencer strategies across the UAE, Saudi Arabia, Pakistan, and European markets.

His work reflects a bold approach to modernization—helping organizations transcend conventional visibility and achieve lasting digital presence. Leadership Through People & Purpose Renowned for cultivating high-calibre teams, Uwais has led his staff to deliver at international standards—fostering a culture of excellence, integrity, and creative independence. His leadership extends beyond campaigns and KPIs; it's about building meaningful connections between brands and people, values and visuals.

At Endorse Media, he champions a balanced approach—merging strategic precision with compelling narratives, ensuring brands remain resonant and relevant in an increasingly saturated market.

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