

# United Arab Emirates Jobs Expertini®

**General Manager – Middle East & Africa (MEA) | Cambly Inc. Dubai**

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Company: Cambly Inc.

Location: dubai

Category: other-general

General Manager – Middle East & Africa (MEA) | Cambly Inc. Dubai

The Cambly app gives English learners instant 1-on-1 access to friendly native speakers over video chat 24/7. Students get an affordable and convenient way to practice their English and gain confidence. Tutors get to make money helping people from around the world practice English.

In this role, you will have the chance to profoundly impact the lives of English learners across the Middle East and Africa and in doing so transform the lives of people in every country.

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You will be responsible for the following:

Plan, execute, and lead our vision of reaching every English learner in the Middle East and Africa with Cambly's high-quality English language education.

Be customer-obsessed by observing and listening to your users and devising strategies to solve their problems.

Own the P&L for the regions with an eye to guardrails like CAC and LTV

Collaborate with the Product, Engineering, Analytics, Finance and the C-Suite to identify and execute new growth strategies, set ambitious growth targets, and ensure new initiatives to achieve those targets.

Partner with Brand and Performance Marketing to allocate your country's marketing budget across different key online and offline marketing channels in a cost-efficient way to maximize growth

Act as the legal representative of Cambly in each country, ensuring each one operates

efficiently, and complies with local laws and regulations.

Hire, retain, and develop our local team.

Developing a well-defined point of view on the competitive landscape in the Middle East and African markets and positioning Cambly's value proposition compellingly.

Make resource allocation decisions across the Middle East and Africa, whether to launch a new country, or double-down and drive growth in an existing one

Requirements:

Bachelor's degree in Business, Marketing, Finance, or a related field

10+ years experience in a related field to Cambly's business (EdTech, consumer internet, consumer marketplace, or app-based solution)

5+ years of people leadership experience, bringing inspirational qualities and know-how to help individuals reach their full potential

Track record of bridging the local market with a multinational company's global headquarters

Strong business acumen and analytical skills in consumer behaviors and related marketing strategies and tactics

Ability to make sound business decisions based on multiple options/scenarios and ability to evaluate performance based on data

Entrepreneurial mentality, creative thinking, and an ability to set and execute a strategy autonomously with no playbook for success

A passion for learning and teaching and excitement about creating opportunities for English learners

Fluent in English and native in Arabic

Don't miss out on this exciting opportunity – apply now at [dubaiofferz.com/#J-18808-Ljbfrr](https://dubaiofferz.com/#J-18808-Ljbfrr)

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