



SADOON AL-OBAYDI

MARCOM & BUSINESS DEVELOPMENT

CONTACT

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- LinkedIn.com/in/sadoon-alobaidi
- Enschede, The Netherlands
- Dutch nationality

LANGUAGES

ENGLISH – FLUENT
ARABIC – MOTHER-TONGUE
DUTCH - CONVERSATIONAL

EDUCATION

**MASTER'S DEGREE IN
NANOTECHNOLOGY,**
University of Twente
2017 — 2022

**BACHELOR'S DEGREE IN
SCIENCE,**
Maastricht University
2012 — 2016

**WESTERN AUSTRALIAN
CERTIFICATE OF EDUCATION,**
Sunway University
2010 - 2011

COMPETENCIES

Independence
Teamwork
Cultural sensitivity
Social glue
Natural leadership
Flexibility
Problem-solving
Structured time management

PROFILE

Experienced manager and business developer with a track record of brand revitalization, lead generation, project streamlining, content creation, technical market research, and product strategy. I combine an extensive technical background with an entrepreneurial mindset and multicultural upbringing to bridge the gap between engineering and commerce wherever it is needed. A seasoned traveler, public speaker, event organizer, writer, photographer, digital content manager, and international business facilitator.

EXPERIENCE

DIRECTOR MARKETING & COMMUNICATIONS

LioniX International | 2023 — Current

By the end of my first year at LioniX, I handled all marketing work within the company. I officially took the position by the second year and grew the team with two new colleagues whom I managed directly. My responsibilities shifted to strategy and direction, working with the CEO, CTO, and industry associations and partners.

- Conducted market research, drafted marketing plans, assessed business cases, and managed all marketing campaigns.
- Planned and managed yearly presence at five major trade shows, 30+ conferences and networking events, and personally attended and presented at many.
- Systematized marketing work with SOPs, brand setting, tech-to-product streamlining, and sales funnel optimization.

SCIENCE COMMUNICATOR

LioniX International | 2022 — 2023

As a deep-tech company working with a novel technology, LioniX needed a marketing team which understood its own technology as well as the tech match with their leads & customers. I combined my science and nanotech background with my communication skills to help LioniX develop a unique voice and expert brand in the market.

- Wrote and produced 100+ flyers, whitepapers, blogs, social media posts, web pages, slide decks, project proposals, and communiques.
- Collaborated with engineers, project managers, group leaders, and business developers to define a tech-based market position.
- Doubled lead generation within half a year to 100+ monthly.

WRITER & PRESENTER

University of Twente | 2019 — 2020

Alongside studies and theater, I was part of a student team producing content for the university's communications department. Target audiences included (prospective) students, staff, and associations.

- Wrote monologues and conducted interviews with a monthly release schedule.
- Collaborated with the team on directing and video editing.

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SOFTWARE

Microsoft Office Suite

Adobe (Acrobat, Lightroom, Premiere)

GIMP

CRM (Hubspot, Odoo)

SEO (Ahrefs, GSC, Yoast)

Project Management (Asana, MS Planner)

Coding (Java, HTML, Matlab)

RÉFÉRENCES

Arne Leinse

LioniX International

CEO

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Douwe Geuzebroek

Brilliance

CTO

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Dorian Z. Bell

Truncata

Seminar Head & Founder

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EXPERIENCE

STEERING COMMITTEE MEMBER

JePPIX | 2023 – 2025

PIC CONNECT EVENT HOST

PhotonDelta (Voluntary) | 2025

INTERNAL AUDITOR

LioniX International | 2023 – 2024

SECRETARY OF THE NANOTECHNOLOGY COMMITTEE

S. A. Astatine | 2018 – 2019

NANOTECHNOLOGY PROGRAM COMMITTEE MEMBER

University of Twente | 2017 – 2019

ACHIEVEMENTS

YEARLY STUDENT RECRUITMENT EVENTS

I organize and host a local integrated photonics industry event for students of the University of Twente and Saxion University.

30+ SUCCESSFUL EXHIBITIONS AND CONFERENCES

I planned, managed, and personally conducted marketing and sales efforts at European and international trade shows.

100+ ARTICLES

I wrote and reviewed text for general and expert audiences, including research papers, blog posts, magazine features, and whitepapers.

HOBBIES & INTERESTS

Poetry

Music

Philosophy

Sociology

Bodybuilding

Photography

Travel

Volunteering