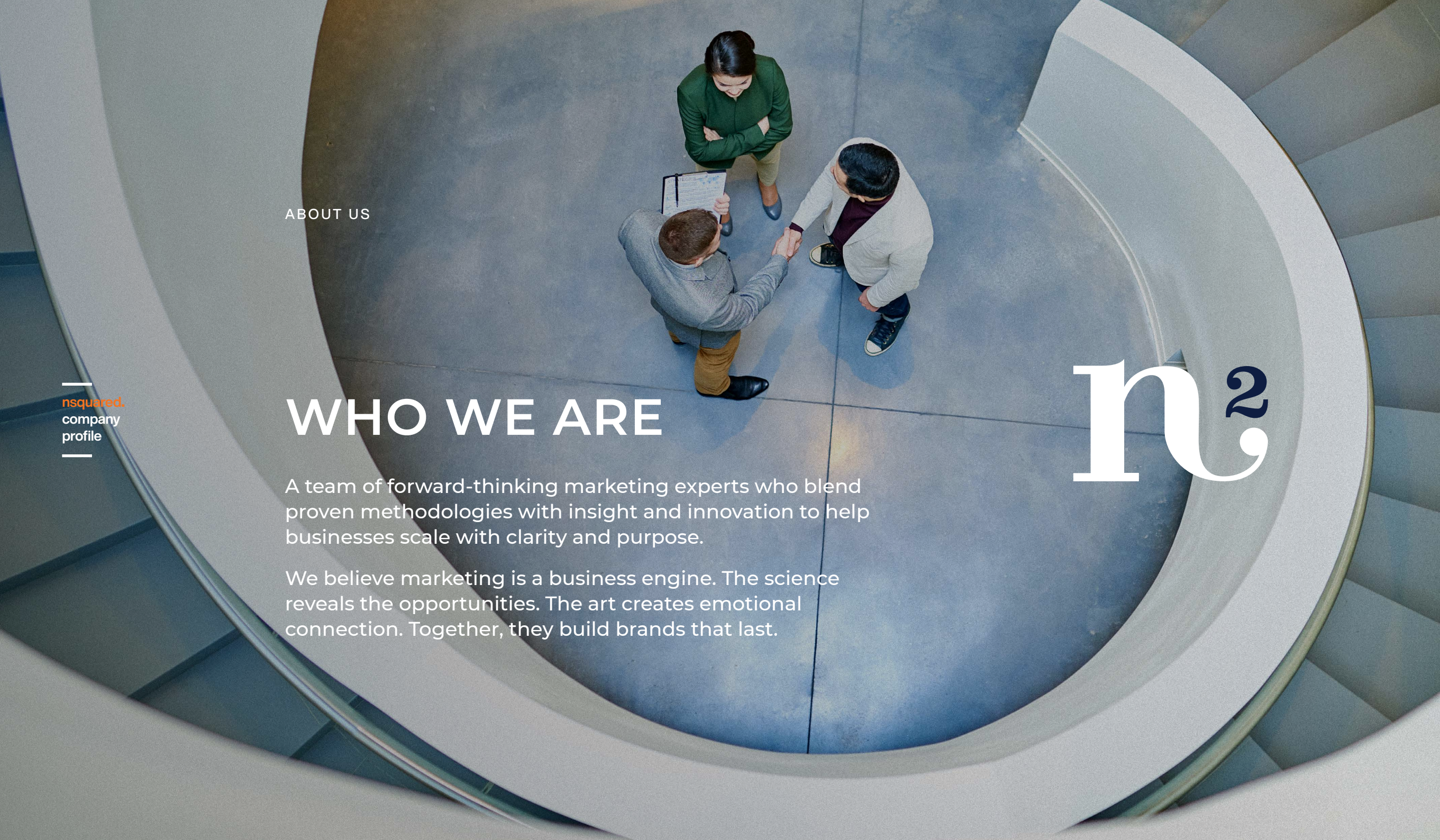


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ABOUT US

WHO WE ARE

A team of forward-thinking marketing experts who blend proven methodologies with insight and innovation to help businesses scale with clarity and purpose.

We believe marketing is a business engine. The science reveals the opportunities. The art creates emotional connection. Together, they build brands that last.

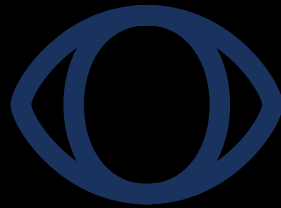
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Our Mission

Empowering businesses to unlock their full potential, strengthen their positioning, and stay resilient in fast-changing markets and communication landscapes.



Our Vision

Leading the region in shaping effective marketing best practices while becoming the trusted strategic partner for brands that aim for excellence.

OUR VALUES

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1. Driven by Curiosity
We learn constantly, question deeply, and push boundaries to find stronger, smarter solutions.

2. Seeking Originality
Creativity backed by insight. We help brands craft experiences that resonate and stay memorable.

3. Embracing Adaptability
In a world that shifts by the minute, adaptability is a growth requirement. We help businesses stay ahead, not just keep up.

5. Fostering Client Advocacy
Your success is the goal. We recommend what works, not what's easy, and build long-term value with you at the center.

4. Delivering Excellence
We deliver precise, high-impact strategies designed to meet ambitious goals and drive real results.

Meet our Founders

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Nancy El Sherbiny — Marketing Expert

Nancy began her marketing career at Tarek Nour Communications more than 20 years ago, where her role as an account handler opened the door to the world of marketing, advertising, and communications. Since then, she has built extensive experience across telecom, FMCG, banking, non-profit, government, oil and gas, retail, entertainment, art and culture, and health tech.

Her expertise spans the full marketing and communications spectrum, including brand management, product marketing,

public relations, crisis communication, events, digital marketing, and social media. She has led countless campaigns that delivered strong results and supported long-term organizational growth.

As a recognized expert in the non-profit sector, Nancy has a solid record of driving fundraising success while strengthening brand image and public trust.

She holds an Executive MBA from IESE Business School and a Digital Marketing Certificate from AUC, Cohort of 2023.

Meet our Founders

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Nadine Zayed — Marketing Communications Expert

Nadine is a marketing professional with over 15 years of experience across brand building, product marketing, public relations, crisis communication, digital marketing, and events. She has led high-impact initiatives across real estate, banking, FMCG, fashion, and B2B.

She has a strong track record of delivering campaigns that exceed business objectives and elevate brand visibility. With expertise in market research, strategic planning, brand management,

and communications, Nadine has guided both established and emerging real estate developers through rebranding, positioning, and full-scale marketing direction.

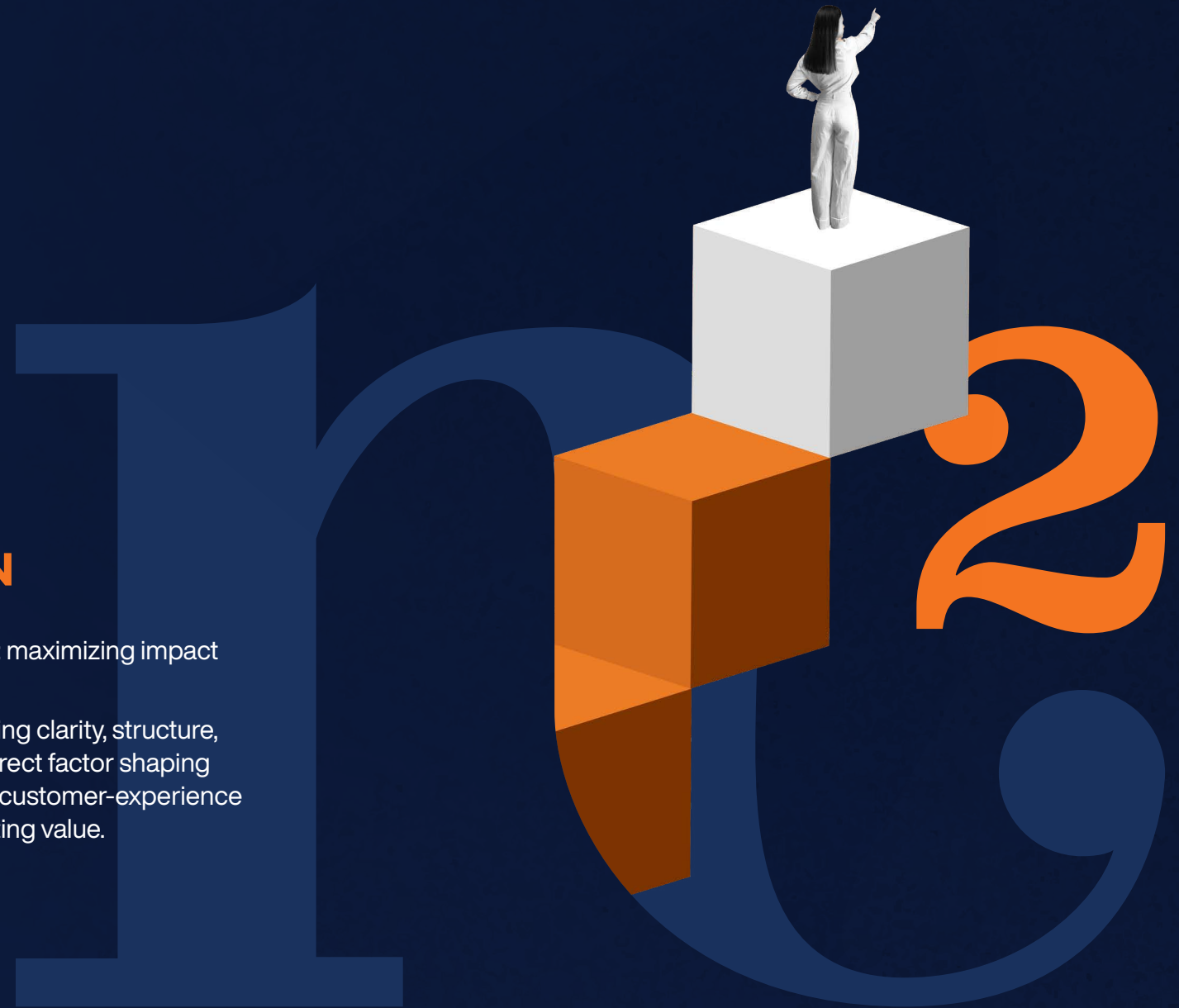
Known for turning complex marketing challenges into growth opportunities, she brings clarity, strategy, and measurable impact to every project.

Nadine holds a Bachelor's Degree in Business Administration from the Faculty of Commerce, English Section, Cairo University.

VALUE PROPOSITION

Our name reflects the value we promise to bring: maximizing impact based on multi-dimensional insight.

In a fast-moving and often chaotic market, we bring clarity, structure, and direction. By examining every direct and indirect factor shaping your business, we create tailored marketing and customer-experience solutions that drive measurable success and lasting value.



Our Services

What We Offer

Insight-led marketing formulas that unlock and accelerate growth. Our consulting covers marketing, communications, branding, and digital, allowing us to identify opportunities and craft strategies that align with your objectives.

Market Assessment

Full-market evaluation including size, competitive landscape, drivers, barriers, communication trends, and internal performance across offline and digital touchpoints.

Marketing Planning

Transform strategies into year-round action plans with KPIs, execution roadmaps, resource planning, and performance oversight.

Brand Management

Brand strategies that create powerful experiences across every touchpoint.

Strategy Design

End-to-end strategic development whether you're entering the market, expanding, or aiming for sustainable growth.

Marketing Setup

Guidance on structure, roles, resourcing, cost efficiency, and capability building to elevate your marketing function.

Product/Service Enhancements

Enhancement strategies based on shifting customer needs, behavioral patterns, and market dynamics.

Our Services

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Digital Marketing

Full digital strategy, execution support, content planning, KPI frameworks, and optimization across all digital channels.

Content Development

Full-spectrum content development services built to resonate with your brand's audience, and customized to ensure clarity, relevance and intent.

Events and Exhibitions Management

Events and exhibitions management production that are experience-driven. From concept to execution, every detail is managed with precision and creative impact.

PR and Crisis Management

Full-fledged strategic public relations services that create strong narratives and support brand trust and equity. Crisis Management and risk mitigation strategies to pro-actively manage any potential risk and or rising crisis that safeguard brand reputation.

Website Development

Development of a website that reflect your brand and support your business goals—corporate, e-commerce, or fully custom. Designed with precise UI and UX for a seamless and beneficial user experience.

Our Tailored Marketing Packages

The Starter Ignite

For businesses building a strong marketing foundation.

Identify

Essential marketing fundamentals for your business stage.

Map Out

Clear planning steps, tactics, and KPIs.

Optimize

Resource usage across internal and external functions for maximum efficiency.

The Growth Catalyst

For businesses ready to scale, expand, and unlock new opportunities.

Assessment

Review performance and previous marketing activities.

Research

Study the market to identify opportunities and challenges.

Design

Build a full, insight-driven growth strategy.

| OUR CLIENTS |





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