

ABDULRAHMAN AL-ISSA

Communication Management | Government Relations | Event Management | Project Management

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PROFESSIONAL SUMMARY

A results-driven communications professional with extensive experience in strategic corporate communications, public relations, and stakeholder engagement. Skilled in developing and executing communication strategies that enhance brand reputation, support organizational goals, and build strong relationships with government, media, and industry partners. Adept at managing media relations, crisis communication, and executive messaging, while ensuring consistency and alignment across internal and external channels. Known for driving effective campaigns, strengthening corporate visibility, and contributing to positive public perception across diverse sectors.

AREAS OF EXPERTISE

- Communication Strategy
- Public Relations (PR)
- Government Relations
- Project Management
- Media Relations
- Team Leadership
- Brand Management
- Stakeholder Engagement
- Crisis Communication
- Event Management
- Sponsorship Management
- Corporate Social Responsibility
- Public Affairs
- Content Development
- Campaign Management
- Budget Management
- Vendor & Agency Management
- Sustainability Communication

EXPERIENCE

CEER – A PIF SUBSIDIARY COMPANY

Sep 2022 – Present

Expert, Corporate Communications

- Lead corporate communications to strengthen Ceer's brand and public perception in alignment with Vision 2030.
- Develop and execute strategic communication plans that drive awareness and engagement across stakeholders and media platforms.
- Manage government and semi-government relations to influence EV adoption and support national mobility transformation.
- Advise senior leadership on communication strategies, stakeholder insights, and reputation-building opportunities.
- Oversee media relations, CEO visibility, and executive messaging through press releases, interviews, and public appearances.
- Direct crisis communication and reputation management to mitigate risks and protect corporate credibility.
- Conduct ongoing media monitoring and sentiment analysis to guide proactive narrative management.
- Represent Ceer at key industry events to enhance visibility and strengthen partnerships within the EV ecosystem.
- Drive stakeholder engagement initiatives by addressing government needs on EV range, maintenance, and operational readiness.
- Collaborate with ministries, regulators, and partners to align messaging with sustainability and localization objectives.
- Create impactful communication materials, including talking points, media kits, and executive briefs.
- Develop internal communication tools and official-visit protocols to ensure consistency with government standards.
- Successfully managed major media crises, maintaining public confidence and reinforcing Ceer's leadership in the automotive sector.

ABB SAUDI ARABIA

Sep 1999 – Dec 2020

Assistant Communication Manager (Mar 2010 – Dec 2020)

- Led corporate communications across nine Middle East countries, aligning strategy with ABB's global vision.
- Managed regional PR, branding, CSR, and internal communication programs to strengthen corporate reputation.
- Supervised a team of 10 and multiple agencies across media, marketing, and investor relations.
- Positioned ABB as a thought leader in automation and electrification through strategic storytelling.
- Led crisis and reputation management to ensure message consistency and brand resilience.
- Oversaw ABB's participation in major events, including Formula E Riyadh and sustainability forums.
- Optimized budgets and vendor contracts, cutting event costs by over 40% and improving efficiency.
- Built strong bilingual (Arabic/English) media relations to expand ABB's regional visibility.
- Partnered with sales and R&D teams to align communications with business growth initiatives.
- Measured communication ROI and provided data-driven recommendations to senior leadership.
- Drove the adoption of digital tools and new technologies to modernize regional communication.
- Streamlined agency coordination to enhance delivery speed, quality, and compliance.

Section Head – Communications (Mar 2004 – Mar 2010)

- Developed and implemented regional communication strategies supporting business goals.
- Managed public and media relations to strengthen ABB's corporate image in both Arabic and English markets.
- Led event planning and sponsorship programs to increase brand visibility.
- Controlled communication budgets and ensured cost-effective campaign execution.

- Enhanced internal communications to support employee engagement and alignment.
- Provided media guidance during high-profile issues and sensitive situations.
- Produced bilingual press materials and marketing content, ensuring message consistency.
- Measured campaign performance and optimized media selection for higher impact.
- Coordinated with global teams to localize corporate messaging for regional relevance.
- Built strong media networks to maintain continuous and positive brand coverage.

Communications Coordinator (May 2002 – Mar 2004)

- Assisted in planning and executing regional communication campaigns and events.
- Coordinated logistics and vendors for exhibitions and sponsorship activities.
- Supported the preparation of press releases, newsletters, and executive messages.
- Managed translation and localization of communication materials.
- Maintained media databases and monitored regional press coverage.
- Supported CSR and internal communication initiatives to boost engagement.

Government Relations Representative (Sep 1999 – May 2002)

- Liaised with ministries and regulatory bodies to facilitate government approvals.
- Supported the company's compliance with Saudi labor and business regulations.
- Managed official documentation, correspondence, and visit coordination with government agencies.

MEMBERSHIP

PUBLIC RELATIONS MEETING – SAUDI ARABIA

Jan 2021 – Present

President for Public Relations and International Relations (Founding Member)

Serving as President for Public Relations and International Relations and a founding member, I established the initiative to advance the public relations profession in Saudi Arabia. I oversee program development, topic and guest selection, and volunteer training in partnership with King Saud University and Al-Imam University. The association is officially registered with the National Center for the Development of the Non-Profit Sector under registration number 5131.

EDUCATION

BACHELOR’S IN BUSINESS ADMINISTRATION

Imam Muhammad ibn Saud Islamic University | Riyadh, Saudi Arabia

CERTIFICATIONS

Professional PR Diploma Chartered Institute of Public Relations	In Process
Professional Certificate – Public Relations Manager General Authority for Media Regulation	Aug 2024
Commercial Correspondence Diploma ABB College	Jan 2018

COURSES AND TRAINING

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| <ul style="list-style-type: none"> ● SAP User Training ● Minimizing Stress at Work ● Intensive Business Writing ● Behavioral Interviewing ● Manager Development Program ● Advanced Coaching for Team Leaders ● Branding ● Case Study Presentation | <ul style="list-style-type: none"> ● Communication Across Cultures ● Communication Strategy ● Editorial Skills & Messaging ● Event Management ● Internal Communications ● Marketing Communications ● Rules of Engagement |
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LANGUAGES

English ----- Fluent Arabic ----- Native