

Mohammed Abuazzah

Senior Corporate Affairs and Strategic Communications Executive

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MISSION STATEMENT

To empower organizations and enable decision-makers in Saudi Arabia and the GCC with visionary leadership, strategic advisory, executive management, corporate affairs, communications expertise, and operational excellence.

EXECUTIVE SUMMARY

- Transformational and results-oriented senior executive with 20 years of expertise and experience in strategic marketing, communications, corporate affairs, strategic partnerships, and executive advisory.
- Experienced in building and leading marketing and communications organizations, departments, programs, projects, and activities for prominent government, corporate, family-owned, publicly listed, and NGO entities in Saudi Arabia and the GCC.
- A seasoned executive with extensive experience in building, managing, and operating large-scale organizations, departments, projects, and activities, including governance, managerial, operational, financial, Human capital, logistical, legal, and administrative aspects.
- Extensive strategic and corporate communications experience in diverse sectors and disciplines, including transportation, logistics, energy, supply chain, industrial manufacturing, automotive, real estate, retail, culture and heritage, public policy, investment and trade, economic development, ESG, and technology.
- Led communications strategy, plans, programs, campaigns, and events for leading initiatives, organizations, companies, products, services, experiences, and destinations including Saudi Vision 2030, Ceer Motors (a PIF JV), Invest Saudi, Ministry of Investment, Ministry of Economy and Planning, Ministry of Finance, RCRC, Vision Realization Programs, NEOM, IECO Energy, Toyota and Lexus, Abdul Latif Jameel, Knowledge Economic City, Dar Al Madinah Museum, and more.
- Led several global engagements and events for businesses and governments at the World Economic Forum, United Nations General Assembly, G20 Summit Saudi Arabia, Future Investment Initiative (FII), WEB SUMMIT, PIF Private Sector Forum, INVEST SAUDI Forums, Misk Global Forum, Formula E, Riyadh season, Saudi Japan Vision 2030 Summit, and more.
- Seasoned spokesperson on Tier 1 media and expert public speaker at global events in Arabic and English.
- A lifelong learner with a Master of Science in Marketing from Johns Hopkins University and certifications from MIT, OXFORD, Stanford, and XM Institute on executive leadership, creative transformations, corporate affairs, brand Management, innovation and design thinking, filmmaking, and experience management.

EXECUTIVE EXPERIENCE

2015 to 2025

- Chief Communications and PR Officer | Ceer Motors (a PIF JV with Foxxcon) | Feb 2023 - Apr 2025
- Chairman's Advisor | International Energy Company (Al Bakri Group) | Jul 2022 - Feb 2023
- Marketing and Communications Advisor | NEOM (a PIF company) | Apr 2022 - Jul 2022
- Chairman's Advisor | Mohammed Yousef Naghi Group (MYN Group) | Nov 2021 - Feb 2022
- Marketing and Communications Advisor for Invest Riyadh & RHQ | Royal Commission of Riyadh City (RCRC) | Feb 2021 - Jul 2021
- Executive Director of Strategic Marketing & Invest Saudi | Ministry of Investment | Nov 2018 - Feb 2021
- Chief Marketing and Communications Officer | Mohammed Bin Salman Foundation MISK | NOV 17 - OCT 18
- Chief Communications Officer | Ministry of Economy and Planning | Jan 2016 - Nov 2017
- GM of Marketing, Communications, and Strategic Partnerships | Abdul Latif Jameel Group | Jan 2014 - Jan 2016

From 2003 to 2015

- Client Services and Business Development Director, Fulltop / UTURN.
- Marketing and Corporate Communications Manager, Knowledge Economic City Company.
- Strategic Planning Manager, Abdul Latif Jameel Group (ALJ).
- Marketing and Branding Manager, Marketing of Retail Enterprise (MORE ME),
- Marketing and Communications Manager, Better Homes Saudi Arabia.
- Brand Manager, Fragrances, Chalhoub Group.
- Assistant Marketing Management, University of Business and Technology.

COMPETENCIES & SKILLS

- **Strategic Leadership, Executive Advisory, and Operational Management:**
 - Strategy formulation, implementation, and management.
 - Senior leadership advisory, including government officials such as ministers and governors, and business leaders, including Chairmen and C-Suite executives.
 - High-Performance leadership with enterprise operational excellence, human capital enablement, and technology utilization.
 - Performance and delivery monitoring, evaluation, and improvement.
- **Strategic Communications Expertise:**
 - Marketing and Communications plans, programs, projects, and initiatives.
 - Internal communications
 - External communications
 - Crises management
 - Institutional / Corporate communications (Traditional, Digital, and Social Media).
 - Media planning, relations, partnerships, and management.
 - Executive communications management and training for senior leadership in media and events.
 - Marketing and communications studies and research.
 - Strategic storytelling with narrative building and audience-based messaging.
 - Creative with innovative ideas, tactics, and executions.
 - Content planning, creation, production, and publishing.
- **Stakeholder & Reputation Management:**
 - Proactive crisis communications and reputation management
 - Stakeholders assessment, mapping, engagement, and relationship management.
 - Strong relations with several Tier 1 media and creators/influencers on digital and social media.
- **Digital & Data Proficiency:**
 - Tech-Savvy with advanced skills in using ERPs, CRMs, SAASs, AI applications, social media platforms, Power BI, Google Analytics, and Microsoft Office applications.
 - Advanced data analytics and Reporting skills for decision-making.

AWARDS AND RECOGNITION

- Recognized by Arab News as “Saudi brand marketing and stratcom leader” | 2023.
- Recognized in Middle East Power LIST by PR Week | 2020.
- Awarded Guinness World Records for the Saudi Arabia World's Tallest Flagpole in Jeddah | 2015.
- Awarded The Arab Social Media Influencers Award for Community Impact on Social Media | 2014.

EDUCATIONAL AND PROFESSIONAL DEVELOPMENT

EXECUTIVE EDUCATION

- Corporate Affairs Academy, University of Oxford, UK | 2024.
- Leading Creative Transformations in Critical Times, Stanford University| 2020.
- Oxford Executive Leadership Program, Saïd Business School, University of Oxford, UK |2020.
- Mastering Innovation Design Thinking, Massachusetts Institute of Technology (MIT), USA | 2019.
- Spokesman and Media Training Program, Finsbury Glover Hering, Riyadh, KSA | 2016
- Executive Certificate in Brand Management, American Marketing Association, USA | 2010.
- Professional Certificate in Filmmaking, Manhattan Film Academy, USA | 2005.
- Professional Certificate in Brand Activation, Unilever, KSA | 2004.

ACADEMIC EDUCATION

- Master of Science in Marketing (M.Sc.), Johns Hopkins University (JHU), USA | 2010
- BBA in Management Information Systems, University of Business and Technology (UBT), KSA | 2005

VOLUNTEERING AND SOCIAL RESPONSIBILITY

- Mentor and admission evaluator | Qimam Fellowship | 2022 – Present
- Participant in two global studies on corporate affairs by Oxford University and Deloitte | 2024
- Mentor | MIT Enterprise Forum and Start Smart Saudi Arabia | 2014.
- Lecturer in Marketing | Effat University | 2010.
- Brand Emassdor | United Way Worldwide | USA | 2009
- Speaker at TEDx events in Jeddah | 2010

References are available upon request.