

Ahmed Dahduli

Marketing & Communications Leader

PROFESSIONAL SUMMARY

Dynamic and award-winning Marketing & Communications Leader with over 25 years of progressive experience shaping brand narratives, driving corporate reputation, and delivering impactful marketing strategies for various industries including **pharmaceuticals, technology, nonprofit, and financial sectors in the Kingdom of Saudi Arabia and across the Middle East**. Proven track record in brand positioning, integrated marketing campaigns, media relations, CSR, stakeholder engagement, and product launches. Adept at building and leading high-performing teams, forging strategic partnerships, and implementing data-driven strategies that enhance visibility and achieve business objectives. Recognized for spearheading market entry strategies, launching innovative communication platforms, and earning multiple regional and international awards. Known for fostering cross-functional collaboration, optimizing operational processes, and guiding organizations through complex brand transformations. Passionate about leveraging marketing intelligence, digital transformation, and strategic storytelling to strengthen corporate identity and achieve sustained market growth.

PROFESSIONAL EXPERIENCE

News Group International (NGI) – Riyadh, Saudi Arabia

Managing Director – Saudi Arabia | Jul 2024 – Present

- Oversee operations and business growth for multiple group entities including **CARMA Media Insights, SOCIALEYEZ, CICERO & BERNAY, BRAZEN, and RAIYN** within the Saudi market.
- Direct business strategy, market expansion initiatives, and client acquisition in alignment with corporate growth objectives.
- Establish operational frameworks, optimize workflows, and drive profitability across the portfolio.
- Strengthen client relationships and ensure delivery of innovative communication solutions as per the latest market trends.
- Lead talent acquisition, professional development, and succession planning for leadership roles.
- Spearhead strategic partnerships to expand market share and brand influence.

King Khalid Foundation (KKF) – Riyadh, Saudi Arabia

Director of Corporate Communications | Apr 2023 – Jul 2024

- Designed and executed a comprehensive communications strategy to elevate the foundation's visibility and influence.
- Restructured and empowered the communications team, introducing streamlined processes to enhance output and brand consistency.
- Led media outreach campaigns that secured high-profile coverage in national and regional outlets.
- Developed impactful storytelling initiatives to strengthen brand perception among key stakeholders.
- Managed digital transformation of communication channels to enhance engagement.
- Led communications for the prestigious King Khalid Award and its award ceremony, driving strong public and media engagement.

Saudi Credit Bureau (SIMAH) – Riyadh, Saudi Arabia

Chief Communications & Marketing Officer | Jul 2022 – Mar 2023

- Directed all marketing, branding, and corporate communications functions.
- Directed the successful launch of the new consumer product "Molim," overseeing end-to-end strategy, branding, and market rollout.
- Initiated and supervised a full brand repositioning and visual identity refresh to strengthen market perception (phase 1).
- Established data-driven marketing analytics to measure campaign effectiveness and ROI.
- Developed crisis communication plan and protocols to safeguard corporate reputation.
- Drove internal communications and employee engagement initiatives to boost motivation and a purpose-driven workforce.

King Khalid Foundation (KKF) – Riyadh, Saudi Arabia

Director of Corporate Communications | Apr 2021 – Dec 2021

- Revamped communication strategies and enhanced organizational messaging.
- Introduced new departmental workflows to improve internal alignment and external engagement.
- Launched impactful campaigns that increased community outreach.
- Enhanced digital presence through optimized content strategies and social media engagement.
- Cultivated strong media partnerships to amplify the foundation's mission.
- Directed all communications strategies for the King Khalid Award and ceremony, enhancing recognition and stakeholder engagement.
- Led internal communications and employee engagement initiatives, strengthening organizational culture.

CONTACTS

Address: Riyadh, Saudi Arabia

Tel: +966 50 425 1500

Email: a.dahduli@icloud.com

LinkedIn: <https://www.linkedin.com/in/ahmed-dahduli/>

AREAS OF EXPERTISE

- Strategic Marketing & Communications Leadership
- Brand Development & Market Positioning
- Corporate Reputation & Media Relations
- Digital Marketing & Social Media Campaigns
- CSR & Sustainability Program Management
- Stakeholder & Government Engagement
- Product & Service Launch Management
- Marketing Research & Consumer Insights
- Crisis Communications & Media Training
- Cross-Functional Team Leadership
- Event Strategy & Experiential Marketing
- Change Management & Organizational Alignment
- Effective Events Management and Communications

AWARDS & RECOGNITION

- **President's Award** – AbbVie (2015, 2017, 2018)
- **Best Social Media Campaign – EEMEA Region** – AbbVie CSR (2018)
- **Zayed Future Energy Prize** – Siemens (2013)
- **King Khalid Award** – KAEC / Emaar (2008)

PROFESSIONAL ATTRIBUTES

- Visionary strategist with results-driven mindset
- Influential communicator and reputation builder
- Resilient leader in complex, high-pressure markets
- Strong relationship builder across sectors
- Innovative, adaptable, and solution-oriented
- Focused on measurable ROI and sustainable growth
- Committed to empowering and developing teams

PROFESSIONAL TRAINING

- Brand Management – IIR
- Project Management – Management Improvements Ltd.
- Creative Thinking – Edward de Bono Thinking Systems
- Government Affairs – Siemens
- Public Speaking & Media Training – Various Institutes
- Service Encounters of a Third Kind – Ron Kaufman, Jeddah, Saudi Arabia (Oct 2003)
- Charismatic Public Speaking – International Consulting & Training Network, Bahrain (Nov 2006)
- Protocol, Etiquette and Hosting – International School of Communication, Dubai, UAE (Oct 2013)
- Corporate Culture for Leaders – Crossroads, Paris, France (Nov 2014)
- Measuring & Benchmarking Performance – Meirc Training & Consulting, Jeddah, Saudi Arabia (May 1998)
- Human Behavior and Time Management – SABB, Riyadh, Saudi Arabia (Mar 2000)
- DDB Springboard Approach – DDB University, Jeddah, Saudi Arabia (Sep 2004)
- Principles of Islamic Banking – NCB, Jeddah, Saudi Arabia (Mar 2005)
- Plant Management (4 days) – The Chamber of Commerce & Industry, Dammam, Saudi Arabia (Jun 1998)
- Basic Media Course (½ day) – Starcom Media Vest Group University, Jeddah, Saudi Arabia (Jul 2006)
- Making Public Relations Work for You (½ day) – TRACCS, Jeddah, Saudi Arabia (Aug 2006)

LANGUAGES

- English (Fluent)
- Arabic (Native)
- German (Basic)

REFERENCES

Will be provided upon request

Raytheon Technologies – Riyadh, Saudi Arabia

Regional Communications Director | Mar 2020 – Apr 2021

- Developed and implemented the Corporate Communications strategy for Saudi Arabia.
- Managed the rollout of a new corporate identity for Saudi Arabia and UAE markets.
- Led internal and external initiatives, including employee volunteering programs.
- Designed localized messaging to align with cultural and market-specific trends.
- Built strategic relationships with defense industry stakeholders and government partners.
- Directed crisis communications planning.
- Drove internal communications and employee engagement initiatives to foster a motivated and purpose-driven team.

AbbVie Biopharmaceuticals – Jeddah, Saudi Arabia

Communications Director – KSA & MEA | Mar 2014 – Jun 2019

- Championed high-impact campaigns, winning Best Social Media Campaign in EEMEA for the 2018 CSR initiative.
- Launched AbbVie Mobile News App to enhance internal communications.
- Drove disease awareness campaigns, corporate responsibility projects, and employee engagement events.
- Led multi-country brand activations, ensuring alignment with global strategies.
- Built influencer and media relationships to expand brand reach.
- Consistently recognized with President's Awards (2015, 2017, 2018) for outstanding leadership.
- Led student engagement programs, fostering strong relationships with students and academic institutions.
- Led AbbVie's "Great Place To Work" communications internally and externally.
- Served as Chairman of the Communications Sub-Committee (2015) for the Saudi RPCC / PhRMA Group, guiding strategic outreach and industry collaboration.

Siemens – Dubai, UAE

Sustainability & Corporate Citizenship Manager, Middle East | Jun 2011 – Feb 2014

- Led Siemens CSR communications strategy, and winning the 2013 Zayed Future Energy Prize.
- Orchestrated educational and environmental volunteer programs, stakeholder dialogues, and strategic partnerships.
- Rolled out Siemens educational experimental kits to schools across the Middle East.
- Managed sustainability reporting in alignment with global standards.
- Represented Siemens at major CSR and sustainability conferences.
- Led the 2011 and 2013 Middle East Siemens Student Award.

EARLIER ROLES | 1999 – 2011

Such as NCB (Banking), EMAAR/KAEC (Real Estate), Argaam (Digital), and Abu Dhabi University.

- Developed and implemented marketing strategies to drive brand awareness and growth.
- Managed corporate sponsorships, community outreach programs, and media relations.
- Oversaw creative direction for marketing materials, events, and promotional activities.

KEY ACHIEVEMENTS

- ✓ **Multiple Award Wins** – Three-time **President's Award** recipient at AbbVie (2015, 2017, 2018) for exceptional leadership in communications.
- ✓ **Best Social Media Campaign** – Led AbbVie's 2018 CSR initiative, winning recognition across the **EEMEA region**.
- ✓ **Brand Transformation Leader** – Directed the successful market introduction of "Molim," delivering a strong brand presence and positive market reception.
- ✓ **High-Impact CSR Programs** – Led 2011 and 2013 Siemens Student Award across universities in the region, positioning the company as a driver of innovation and entrepreneurship.
- ✓ **Successful Market Entries** – Directed the launch of AbbVie in Saudi Arabia, establishing a strong presence and brand recognition, as well as being certified by "Great Place To Work" for five consecutive years.
- ✓ **Digital Innovation** – Launched **AbbVie Mobile News App**, improving internal communication engagement across multiple markets.
- ✓ **Global Recognition** – Secured high-profile media coverage for multiple organizations through innovative PR and media outreach strategies.