

ABDULRAHMAN M. AL-MOFADDA

Executive Leadership, Marketing, Culture Change, PR & Communication
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EXECUTIVE SUMMARY:

Strategic marketing and communication executive with over 18 years of leadership in multinational and semi-governmental environments. Specialized in PR & Communication, cultural transformation, stakeholder engagement, institutional reputation building, and Vision 2030 aligned strategic communication. Known for pioneering high-impact national campaigns and embedding AI-enhanced decision-making into modern marketing ecosystems. Recognized for building strong leadership cultures and future-ready brand identities across sectors.

CORE COMPETENCIES:

- Vision 2030 Communications
- AI-Driven Marketing Insights
- Integrated Marketing Campaigns
- Public Relations & Media Strategy
- Leadership Development
- Executive Stakeholder Engagement
- Brand & Reputation Strategy
- Cultural Transformation
- Crisis & Change Communication
- Strategic Planning & Governance

PROFESSIONAL EXPERIENCE:

- Managing Director & Co-founder - Marketing Pulse Consultancy
Riyadh, Saudi Arabia | Oct 2015 – present

Managing Director, leading all business activities of the fully integrated marketing agency I've started up with a few colleagues that specializes in helping clients maximize their business potential by allowing them to focus on their strengths and priorities whilst outsourcing their marketing function. The company developed cost effective public relations & marketing programs including traditional, non-traditional, and guerrilla marketing \ grass roots initiatives tailored to meet the goals and objectives of each client.

- Communication & Culture Change Director – Health Holding Company
Riyadh, Saudi Arabia | Feb 2021 – Jun 2024
 - Directed national culture and communication strategies across 20 healthcare clusters aligned with Saudi Vision 2030 transformation.
 - Developed integrated internal communications frameworks and execution across all regional entities.
 - Led high-stakes public engagement and partnership strategies with ministries and executive offices.
 - Embedded AI-based communication performance tracking and stakeholder sentiment analysis tools.
- Executive Commercial Director (Acting VP Commercial) – Riyadh Cement
Riyadh, Saudi Arabia | Sep 2019 – Sep 2020
 - Oversaw commercial, sales, and marketing strategy across regional and global operations.
 - Executed brand repositioning and commercial modernization in alignment with 2030 sector targets.
 - Generated strong growth by launching global market entry strategies and strategic partnerships.
- Strategic Communication Director – Ministry of Housing (Executive Office)
Riyadh, Saudi Arabia | Sep 2018 – Sep 2019
 - Advised leadership on media relations, reputation protection, and public visibility.
 - Led strategic communication for His Excellency's executive office and ministry stakeholders.
 - Designed and delivered national campaigns boosting transparency and citizen engagement.

EARLIER LEADERSHIP ROLES:

- Marketing and communication advisor – Real estate Regulation Body – 2019.
- Marketing & Communications Director – Ejar Program (2018)
- Marketing Director – Saudi Public Transport Company (2017–2018)
- Head of Marketing Communications – STC Solutions (2010–2016)
- Regional Group Product Manager – Almarai (2006–2010)
- Assistant Marketing Manager – Riyadh Furniture Industries (2004–2006)

CONSULTATION & ADVISORY PROJECTS:

- Upper gulf product launch plan & pricing strategy - AlphaSights 2025.
- G.C.C Cement market study - AlphaSights 2024.
- Health Communication sector governance - Multiples Management Consulting 2023.
- Housing sector– Consulm Riyadh 2019.
- Marketing and communication advisor – Real estate Regulation Body – 2019.
- HE the minister communication policy - Weber Shandwick Riyadh 2018.

KEY SKILLS:

- Influencing, Leadership and Delegation
- Brand management
- Crisis communication
- Process Development
- Quality excellence & Benchmarking
- International Marketing
- Business Planning & Analysis
- Products & Market Research
- Project management
- Global Public Relations
- Change management
- Integrated Marketing
- Change Communications
- Corporate & internal Communications
- Budgeting & Finance
- Data interpret & insight
- Media relations & spokesperson
- Business continuity & resilience

EDUCATION & CERTIFICATIONS:

- Marketing Strategy Certificate – Cornell University
- Diploma in Digital Marketing – Shaw Academy
- B.A. in Marketing – King Faisal University

TRAINING AND DEVELOPMENT:

- Agile Leadership Specialization (5 courses), University of Colorado.
- Coaching Conversations, University of California, Davis
- Management Development Program, Spearhead Training Group.
- Advanced Negotiation Skills, Solomon Consulting.
- Strategic Communication & PR programme (August 2014), ISOC London, UK.
- Financial Planning and Leadership Development Programme, Ashridge Business School.
- Stage Gate ® (Products & Services Innovation) Certified user & implementer by Stage Gate Int'l.
- Balance Scorecard, Balanced Scorecard Institute STC Solutions internal training.
- Essentials of Marketing & Preparing an Effective Marketing Plan, Spearhead Group.
- The Passionate Manager Programme, TTM associates international.
- Social Media Masterclass, By Akanksha Goel IIR Middle East.
- Successful Product Launching, By Bryan Urbick - IIR Middle East.
- Marketing Research Program, Nielsen.