

# SULAN SULAIMAN ALJARBU

Executive Leader in Corporate Communications & Media  
Strategic Advisor for National Initiatives & Institutional



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Kingdom of Saudi Arabia – Riyadh

## Executive Summary

Executive leader in corporate communications and media with **over 20 years of experience** establishing and leading institutional communication ecosystems across government entities, national authorities, and semi-government organizations. Proven track record in **leading large-scale national initiatives** and transforming communication from an operational function into a **strategic enabler of decision-making and national transformation outcomes**.

Brings deep expertise in managing communications for **large-scale national programs**, institutional identity development, reputation management, and multi-channel media campaigns, alongside strong capabilities in communication governance and impact measurement through clear performance indicators. Recognized for the ability to manage complexity, lead multidisciplinary teams, build local and international strategic partnerships, and deliver **measurable results** in engagement, reach, and institutional trust.

## Executive Value Proposition

- Positioning corporate communication as a strategic governance and decision-support function
- Leading national initiatives and multi-stakeholder programs
- Building and activating institutional identity and government reputation
- Aligning communication strategies with national priorities and transformation programs
- Designing and implementing KPIs and media impact measurement frameworks
- Managing communication in complex and sensitive environments

## National Impact Snapshot

- Led strategic communication portfolios for major national programs, including **Saudi Census**, with budgets exceeding **SAR 110 million**
- Increased national campaign engagement and media reach by up to **60%**
- Re-engineered communication and media workflows, improving operational efficiency by up to **65%**
- Developed and launched **10+ visual identities** for national programs and initiatives
- Oversaw institutional participation in **150+ local and international conferences and events**
- Built strategic partnerships that improved stakeholder satisfaction by **40%+**

## Professional Experience

### Eastern Province Development Authority (SDA)

October 2023 - March 2025

Director General – Public Relations & Media | Visual Identity Advisor

- Re-established the Authority's corporate communications, media, and institutional identity ecosystem
- Led the strategic media launch of the regional development strategy and visual identity
- Aligned communication with urban development and Quality of Life programs
- Increased engagement, media reach, and stakeholder satisfaction
- Developed communication policies, governance frameworks, and executive impact reporting

### General Authority for Statistics (GASTAT)

March 2017 - September 2023

Director General – Media & Statistical Awareness

- Led strategic communication for national statistical programs
- Managed communication for Saudi Census 2020 & 2022
- Translated official data and statistics into decision-supportive communication outputs
- Developed high-precision strategic communication booklets as governance tools

- Strengthened trust in official statistical outputs nationally and internationally

### **Saudi Post (SPL)**

July 2012 - February 2017

#### Marketing Events Manager

- Led the institutional events and participation ecosystem
- Improved communication ROI and reduced operational costs
- Introduced governance and efficiency practices drawn from private-sector experience

### **HAVAS Middle East**

March 2011 - June 2012

#### Account Director

- Managed strategic client accounts within a global agency environment
- Planned and executed integrated media and advertising campaigns
- Built strong relationships with clients and media partners, supporting account growth

### **PUBLICIS Groupe Middle East**

September 1999 - February 2011

#### Business Development Manager

- Built foundational expertise in public relations, corporate communication, reputation management, and integrated campaign planning
- Led and supported communication programs for government and commercial clients across multiple sectors
- Contributed to business growth and long-term client relationship sustainability

## **Strategic Advisory Roles**

- Strategic advisor in corporate communication, partnerships, and communication governance
- Design and leadership of national and international partnership models
- Advisory engagements across tourism, digital heritage, institutional partnerships, and international outreach

## **Core Areas of Expertise**

- Government corporate communications
- National initiatives leadership
- Institutional identity and reputation management
- Media and multi-channel campaigns
- Strategic partnerships and communication governance
- Project management and impact measurement

## **Academic Qualifications**

- **Bachelor's Degree** in Public Relations, Advertising & Applied Communication – Alliant International University
- **Bachelor's Degree** in Business Administration & Public Management (**Honors**) – King Faisal University
- **Diploma** in Graphic Design – National e-Learning Center