

Abdulrahman Salem Al-Kheraigi, PhD
Riyadh, KSA | ✉ kheraigi@gmail.com | +966 554300778

"Communications is not just what you say—it's how the world sees who you are."

Executive Profile

Accomplished Corporate Communications executive with over 25 years of experience shaping public perception, building global partnerships, and enhancing institutional visibility for high-impact organizations in government and energy sectors. Adept at leading international media relations, strategic communication programs, and soft power initiatives aligned with national priorities. Known for driving stakeholder engagement and cultural diplomacy at the highest levels.

Core Competencies

- Strategic Communications
- International Media Relations
- Brand Building & Corporate Identity
- Global Stakeholder Engagement
- Public & Cultural Diplomacy
- Social Media & Content Strategy
- Reputation Management
- Executive Leadership
- Crisis Communication
- Academic Collaboration

Selected Achievements

- Orchestrated the Ministry of Hajj and Umrah's international communication strategy, positioning Saudi Arabia as a global leader in cultural diplomacy.
- Led the complete rebranding of TAQA, increasing brand recognition and alignment with corporate vision to become a top-3 regional oilfield services company.
- Managed international media relations for OPEC and OFID, enhancing global visibility and narrative influence.
- Directed internal communications and national campaigns for major clients, including Ministries of Health, Housing, and Defense during transformative periods.

Professional Experience

Communication Advisor

Ministry of Hajj and Umrah, Riyadh, KSA | Feb 2024 – Present

- Lead the Ministry's global communication strategy to position Saudi Arabia as a leader in Hajj and Umrah services.
- Built strategic partnerships with global think tanks and academic institutions to advance soft power objectives.
- Developed high-impact international media campaigns aligned with national priorities.
- Advised senior leadership on communication strategies and managed ministerial media engagements.

Corporate Communications & Marketing Director

The Industrialization & Energy Services Co. (TAQA), Dhahran, KSA | Feb 2016 – Jan 2021

- Spearheaded TAQA's rebranding to support strategic transformation goals.
- Developed integrated communication and marketing strategies to boost brand presence.
- Expanded the company's visibility at key industry exhibitions and digital platforms.
- Rolled out a corporate citizenship program aligned with Vision 2030 priorities.

Senior Communication Consultant

Consulum, Riyadh, KSA | Jan 2016 – Dec 2016

- Supported the Ministry of Defense Transformation Office with communication planning and stakeholder alignment.
- Executed national awareness campaigns and restructured internal communication frameworks.
- Led a national roadshow to ensure buy-in across military bases.

Public Relations / Corporate Communication Consultant

Riyadh, KSA | Feb 2013 – Dec 2015

- **PwC (Ministry of Health):** Designed and deployed internal communication frameworks.
- **Fleishman Hillard (Ministry of Housing):** Led media campaigns to support housing strategy.

General Manager

GolinHarris, Riyadh, KSA | May 2012 – Jan 2013

- Established new operations in Riyadh and Eastern Province.
- Coordinated with regional offices to grow market presence.

International Media & PR Manager

Manning Selvage & Lee (MSL), Riyadh, KSA | Sep 2011 – May 2012

- Managed major accounts including a leading telecom provider and SATORP (Saudi Aramco–Total JV).
- Launched campaigns promoting sports and health awareness.

Corporate Communications Director

Dar Al Arkan, Riyadh, KSA | Jun 2008 – Jun 2011

- Oversaw internal and external communications to enhance brand reputation.
- Managed public relations, media relations, and employee engagement initiatives.

Media & External Relations Officer / Information Officer

OPEC Fund for International Development (OFID), Vienna, Austria | Oct 2005 – Jun 2008

- Executed global information campaigns and media briefings.
- Strengthened OFID's visibility among international development stakeholders.

Media Relations Officer / Senior PR Coordinator

Organization of Petroleum Exporting Countries (OPEC), Vienna, Austria | Oct 2000 – Oct 2005

- Built and maintained media relations, organized press briefings.
- Produced editorial content to ensure accurate policy representation.

Other Work Experience

- **Assistant Professor of International and Intercultural Communications**, King Saud University, Riyadh | Dec 1990 – Sep 2000
- **Member, Consultative Committee**, Trans-World Corporation (Media) | Oct 1998 – Aug 2000
- **Radio Talk-show Host**, English Service of Radio Riyadh | Apr 2000 – Jul 2000

- **Columnist**, Riyadh Daily | Jul 1991 – Sep 1992

Education

PhD in Journalism

University of Wisconsin – Madison, USA | Dec 1990

MA in Mass Communications

University of Denver, USA | Mar 1983

BA in Mass Communications

King Saud University, Riyadh, KSA | Mar 1980