

Wejdan O. Alsahli

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A visionary leader in strategic communication and corporate reputation, with a proven ability to align internal culture with business strategy through impactful messaging and multi-format engagement.

Skilled at designing and executing high-impact internal and external events, from multi-country town halls and cultural activations to executive forums, partner summits, and global stakeholder engagements.

Recognized for leveraging events as a strategic communication channel to amplify leadership visibility, strengthen organizational identity, and foster inclusive, high-performance environments.

Education

MBA, PPP – Master of Business Administration (Public & Private Partnership)

ESSEC Business School, FABS/AGU

2021 – 2022

- Thesis: Innovation's Role in SME Recovery of Post-Pandemic (in collaboration with: Monsha'at)

Bachelors in E-Commerce – Saudi Electronic University, (SEU)

2012 – 2016

Certifications

Diploma in Governmental Protocol and Etiquette – IPRA Gulf Chapter

2023 – 2024

Strategic Communication Management Professional (SCMP), (GCCC)

Dec 2023

Certified Marketing Executive (CME®), SMEI

Feb 2023

Work Experience

PepsiCo (EMEAPAK)

July 2025 – Present

Head of Internal Communication - Middle East, Africa, and Pakistan

- Lead internal communication strategy across 30+ diverse markets, ensuring clarity, cultural alignment, and business impact.
- Advise Executive Leadership Team; strengthen leadership visibility through structured messaging frameworks.
- Govern and optimize internal channels (SPA ME, SPA MENAPAK Food, SPA MEA Bev, Hello PepsiCo, digital screens, WhatsApp/SMS) using data-driven insights.
- Drive employee engagement programs and recognition campaigns aligned with global culture agenda.
- Build and lead a regional network of comms leads, elevating capability and local relevance.
- Lead regional crisis communication readiness and response.

PepsiCo (MENAPAK)

Sep 2024 – Jun 2025

Manager – EVP & Internal Communication - Middle East

- Designed and delivered multi-year communication strategy aligned with AOP and corporate culture priorities.
- Strengthened EVP positioning and ensured consistency across ME markets.
- Managed PR and multimedia agencies to elevate brand messaging and influence.
- Led TPW workshops, town halls, and forums enhancing leadership alignment.
- Improved EVP engagement through data-driven campaign optimization.
- Owned crisis communication for the region.

Aramco (TOC) – Technology Oversight & Coordination Org.

Mar 2022 – July 2024

Lead, Marketing, PR & Communications

- Directed strategic communication to strengthen corporate reputation and visibility.
- Managed events, messaging, and outreach to key stakeholders across Aramco platforms.
- Oversaw content production, digital channels, newsletters, and press release pipelines.
- Established KPIs, evaluated campaigns, and streamlined communication workflows.
- Trained and guided marketing and design teams to execute high-impact campaigns.

Aramco Venture Role with structured day split (3 days Ventures / 2 days TOC)

Nov 2022 – Nov 2023

Director of Public Relations & Communication

- Built and executed brand and communication strategy for global VC visibility.
- Developed press releases, digital media plans, and managed multi-channel content.
- Enhanced global presence by integrating Aramco Ventures across top VC databases.
- Led marketing, communication, and design teams to deliver sector-aligned narratives.
- Represented the venture arm in global events, sponsorships, and strategic partnerships.

Aramco (R&DC) – Research & Development Center

Jun 2019 – Mar 2022

Lead, PR, Marketing, & Event Management

- Developed communication plans for safety, innovation, and management initiatives.
- Directed high-profile corporate events; negotiated and managed vendor contracts.
- Managed social media strategy and content across all platforms.
- Established media relations strategy securing strong print, broadcast, and digital visibility.
- Oversaw marketing specialists and optimized campaign ROI.

Al-Wejdan

2014 – 2020

Founder – Marketing Agency

- Built and scaled a marketing agency delivering strategic communication, branding, and campaign execution.
- Expanded client portfolio, improved contract value, and delivered tailored marketing strategies.
- Led end-to-end brand positioning, advertising, events, and social media programs.
- Designed and executed marketing plans aligned with client objectives.

Sharqiah Season

Mar 2019

Project Manager

- Managed media production teams ensuring high-quality content delivery.
- Directed project planning, budgeting, risk mitigation, and campaign execution.
- Enhanced social media presence and aligned digital strategies with business goals.

Al-Jaber Rent Car

Feb 2018 – Jan 2019

Marketing Manager

- Directed call center operations and strengthened brand positioning through strategic campaigns.
- Coordinated cross-functional teams and managed digital updates, website, and marketing assets.
- Built strategic partnerships enhancing services and business growth.

Event Strategy & Enterprise Engagement

**** Executive-Level Expertise Across Internal, External, and Partnership-Driven Activations ****

Events have consistently served as strategic platforms in my roles, used to position leadership, activate culture, influence perception, and build external presence.

- **Led external event presence at global exhibitions:** narrative definition, showcase planning, spokesperson preparation, executive engagement
- **Directed internal programs:** multi-country town halls, cultural activations, synchronized leadership messaging
- **Managed branded activations** through high-profile partnerships and sponsorships, ensuring enterprise alignment
- **Delivered consistent message execution** across diverse formats and countries, tied to business and cultural context

This work reflects not only executional capability, but strategic alignment with business impact, audience engagement, and leadership positioning.

Selected Events Led

- | | | | |
|----------------------|--|------------------|------------------------------|
| • COP28 (UAE) | • WPC (Canada) | • OPEC (Austria) | • IPTC (Thailand) |
| • MEOS/GEO (Bahrain) | • Hydrogen Technology & CCT EXPO (Germany) | • ADIPEC (UAE) | • MENA Climate Week (Riyadh) |
| • LEAP (Riyadh) | • World Hydrogen Week (Netherlands) | • GDA (Bahrain) | • FII Institute (Riyadh) |

Key Achievements & Recognition

Top 10 Female Entrepreneurs in Saudi Arabia

KAUST & Texas Global

Aug 2022 – Mar 2022

Positioned within the elite ranks of the top 10 female entrepreneurs in Saudi Arabia on a national scale, securing a coveted placement in the distinguished Austin program, proudly hosted by Texas Global.

The University of Texas at Austin Partnered with King Abdullah University of Science and Technology (KAUST) and the U.S. Consulate General Jeddah to foster entrepreneurial empowerment among Saudi women.

Core Competencies

- ✓ Event Management & Corporate Forums
- ✓ Stakeholder Engagement & Executive Advisory
- ✓ Strategic Communication & Leadership
- ✓ Brand Positioning & Corporate Reputation
- ✓ Crisis Communication & Issues Management
- ✓ Multi-Market Communication Strategy
- ✓ Internal Communication Channels & Governance
- ✓ Digital Media & Content Strategy
- ✓ Cross-Functional & Global Team Leadership

Linked in:



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