

ABDULLAH ALORAIJ, MBA, MPA, PMP

VISION 2030 MEDIA TRANSFORMATION LEADER | INSTITUTIONAL CHANGE EXPERT | EXECUTIVE IN STRATEGIC COMMUNICATIONS

CONTACT INFO

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CORE COMPETENCIES

- Institutional Transformation & Change Management
- Vision 2030 Alignment & Strategic Leadership
- Media & Communications Strategy
- Digital Transformation & Innovation
- Executive Stakeholder Engagement
- Corporate Governance & KPI Implementation
- Brand Development & Institutional Identity
- Crisis Communication & Reputation Management
- Public Relations & Media Relations
- Strategic Partnerships Development
- Multichannel Campaign Management
- Event Leadership & Conference Management
- Team Leadership & Talent Development
- Cross-functional Team Building
- Program & Project Management (PMP®)
- Process Improvement & Workflow Automation
- Policy Development & Implementation
- Content Strategy & Editorial Direction
- Community Engagement & Public Awareness
- Executive Committee Leadership
- International Collaboration
- Employee Engagement & Recognition

EDUCATION

 **GANNON UNIVERSITY | Erie, PA, USA**
Master of Business Administration, 2016
Master of Public Administration, 2016

 **IMAM MOHAMMAD IBN SAUD ISLAMIC UNIVERSITY | Riyadh, KSA**
B.A. in Arabic Language, 2007

EXECUTIVE SUMMARY

Visionary executive leader in media and communications, recognized for driving institutional transformation and organizational excellence across Saudi government and regulatory sectors. Expert in aligning communications strategy with Vision 2030, leading high-impact digital transformation, and elevating public sector reputation through strategic stakeholder engagement, crisis management, and innovative multichannel campaigns. Proven ability to orchestrate large-scale events, direct high-performance teams, and implement robust governance frameworks that enhance organizational agility and public trust. Adept at forging strategic partnerships, advancing brand development, and enabling effective executive committee leadership. Renowned for delivering measurable results, empowering teams, and advancing national objectives in media and communications.

EXECUTIVE EXPERIENCE



RIYADH MUNICIPALITY | Riyadh, KSA
General Director of Media, 2023 – Present

- Positioned Riyadh Municipality as a forward-thinking leader aligned with Vision 2030 by leading a strategic overhaul of media and communications
- Strengthened Riyadh Municipality's global influence and strategic direction by serving as a key leader in ISOCARP and 7+ high-level executive committees, including Vice President of the Executive Committee for Media & Communication
- Elevated organizational performance and stakeholder trust by spearheading institutional transformation, automating workflows, and embedding robust governance and KPIs
- Reinforced organizational resilience and brand identity by developing new media strategies, crisis protocols, and institutional identity standards, and leading digital transformation initiatives
- Achieved organizational agility and innovation by building and leading a high-performance team of 95+ professionals across five specialized media departments
- Enhanced global and national reputation by orchestrating 20+ high-impact local and international events, including competitive global hosting initiatives
- Amplified digital presence and public engagement by delivering over 24,500 media posts, 8,700 multimedia projects, and 6,600 creative designs across all platforms
- Protected institutional memory and enhanced operational agility by building advanced digital archives of 5,000+ official documents and a comprehensive media library of 8,000+ photos and videos
- Unified messaging and strengthened public trust by launching the Media Enablement Program and coaching official spokespersons across all sectors
- Increased public awareness and education by shifting editorial strategy, resulting in a 70% boost in awareness-driven publications and deeper community engagement
- Fostered a culture of excellence and engagement by launching signature employee recognition and motivation initiatives, strengthening morale and development
- Elevated community outreach and public profile by forging and expanding strategic partnerships with government and academic leaders



REAL ESTATE GENERAL AUTHORITY (REGA) | Riyadh, KSA
Director of Media & Communications, 2020 – 2023

- Strengthened REGA's public image and stakeholder engagement by formulating and executing multi-channel communications strategies
- Sustained creative and effective media output by building and leading a team of 17, establishing SOPs, policies, and recruitment pipelines
- Enhanced operational efficiency and compliance by establishing the Media & Communications Department with robust processes and quality standards
- Increased industry visibility by launching over 25 media campaigns to promote projects, regulations, and sector developments
- Elevated REGA's profile by planning and executing the region's leading annual real estate conference
- Ensured quality and global best practice compliance by implementing international communication standards across all content providers
- Highlighted organizational achievements by developing an annual report in collaboration with the Royal Court and Institute of Public Administration

CERTIFICATIONS & LEADERSHIP DEVELOPMENT

- Selected as one of the 30 top candidates nationwide for the Ministry of Media's **National Media Leaders Program**, preparing *next-generation leaders for Vision 2030 media initiatives* with direct support from the Minister of Media (4-phase leadership track, 2023–2024):
Phase 1 (Completed), EHL University, Switzerland;
Phase 2 (Completed), Digital Advertising, ESCP Business School, Riyadh;
Phase 3 (Upcoming), Singapore;
Phase 4, Riyadh
- **Project Management Professional (PMP)®**, Project Management Institute (PMI), 2021
- **The Leadership Challenge®**, Wiley, 2019
- **Design Thinking**, ES Learning, 2018

COMMITTEE ROLES

- **Riyadh Municipality (2025–Present)**
 - Vice President, Executive Committee for Media & Communication
 - Member, Executive Committee for Municipal Transformation Program
 - Member, Local Organizing Committee, ISOCARP 61
 - Member, Executive Committee for Oversight & Compliance
 - Member, Executive Committee for Beneficiary Experience
 - Member, Executive Committee for Emergencies & Disasters
 - Member, Executive Committee for World Defense Show
 - Member, Executive Committee for Technical Content Development
- **National Center for Inspection & Oversight (2024–Present)**
 - Member
- **Riyadh Chamber (2020–Present)**
 - Member, Committee for Initiative Development
 - Member, Business Development Committee
- **Saudi Food & Drug Authority**
 - Member, Scientific Research Ethics Committee (2016–2020)
 - Member, Annual Conference & Exhibit Scientific Committee (2017–2019)
 - Member, Community Committee (2016–2019)
- **Saudi International Health Tourism Forum (2019)**
 - Chairman, Organization Committee

EXECUTIVE EXPERIENCE –CONTINUED–



SAUDI FOOD & DRUG AUTHORITY (SFDA) | Riyadh, KSA
Head, Administrative & Shared Services, Research Center, 2016 – 2020

- Strengthened SFDA's industry reputation by producing and managing three editions of the Annual Conference and Exhibit, generating SAR 6M+ in net income
- Enhanced public image and awareness effectiveness by integrating community feedback and research insights into communications strategy
- Increased thought leadership by recruiting and coordinating over 95 international speakers from 40+ countries for major sessions
- Improved operational efficiency and knowledge sharing by supporting content tasks across departments and optimizing daily communications
- Reduced research timelines by 40% through streamlined translation, review, and proofreading support for research scholars

Head, Content Department, President Office, 2015 – 2017

- Managed all content operations for the President's Office, ensuring alignment with strategic directives and compliance with SFDA standards

Content Supervisor, CEO Office, 2008 – 2015

- Supported organizational strategy by overseeing and optimizing CEO Office content operations and maintaining high-quality outputs

Early Career



KING SAUD UNIVERSITY | Riyadh, KSA
Manager, Shabab Center, 2007 – 2008



SAMBA FINANCIAL GROUP | Riyadh, KSA
Banker, 2007



ALDUKHEIL FINANCIAL GROUP | Riyadh, KSA
Business Researcher, 2005 – 2007

ALWAQF FOUNDATION | Riyadh, KSA
Customer Relations Specialist, 2001 – 2004

STRATEGIC ADVISORY ROLES



RIYADH CHAMBER | Riyadh, KSA
Consultant, 2020 – Present

- Strengthened stakeholder partnerships by directing nine key industry congregations and launching the national Real Estate Awareness initiative in collaboration with national authorities



REAL ESTATE GENERAL AUTHORITY | Riyadh, KSA
Communications Consultant, 2019 – 2021

- Developed and implemented a branding strategy based on quality standards and a defined communication framework



REAL ESTATE FUTURE FORUM | Riyadh, KSA
Consultant, 2021

- Guided the development and execution of forum content strategy, ensuring alignment with sector trends and engaging with key real estate stakeholders



SAUDI COMMISSION FOR HEALTH SPECIALTIES | Riyadh, KSA
Health Workforce Planning Conference & Exhibit Business Owner, 2020

- Managed event vision, milestones, content, and stakeholder coordination for the Health Workforce Planning Conference & Exhibit



MINISTRY OF HEALTH | Riyadh, KSA
Event Consultant, 2020

- Provided expert strategic guidance on content creation and end-to-end management for major events