

Abdullah Alrubaish

Marketing
Communications
Sponsorships

Senior marketing, corporate communications, and sponsorship executive with 20+ years of experience across semi-government and private-sector organizations, specializing in marketing strategy, Corporate campaigns, sponsorship growth, and stakeholder engagement, delivering high-impact communication strategies and sustainable growth.

Work History

Contact

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Education

Bachelor of Business
Administration,
King Saud University

Skills

Brand management
Communications
Public Relations
Business Development

2024- current

Leading Marketing, Communications & Business Development Confidential semi-government 2024 – Present

- Lead integrated marketing, communications, PR, sponsorship, and partnerships for initiatives aligned with Vision 2030.
- Designed integrated marketing strategies.
- Build sponsorship strategy through structured frameworks supporting financial sustainability.
- Built long-term partnerships with local and international entities and media organizations.

2021 -2024

GM Marketing, PR, Communication, And Sponsorships

Abdullah AIOthaim Investment Group

- Led group Companies marketing, corporate communications, and sponsorship functions across real estate, entertainment, food, fashion, cinemas, sports, and malls.
- Developed and governed corporate brand architecture for the holding company and subsidiaries.
- Launched 5 new companies, overseeing go-to-market strategy and brand positioning.
- Developing and managing international and local media relations.
- Manage and overseeing global events, exhibitions, and large-scale activations.
- Led meetings and stakeholder forums to align with regulatory and policy updates.
- Acted as custodian of all internal and external communications to ensure governance, consistency, and compliance.

- 2018 -2021 **GM Marketing and Communications**
STC Specialized Riyadh
- Led development and execution of marketing strategies, including market research, pricing, advertising, and digital transformation.
 - Delivered successful corporate rebranding and identity launch aligned with STC.
 - Led the launch of new products and customer satisfaction programs
- 2017- 2018 **Communication and Public Relation**
SAMA - Saudi Arabian Central Bank, Riyadh
- Led communication and public relations strategy for the insurance sector.
 - Delivered national awareness campaigns in coordination with insurance companies and regulatory stakeholders.
 - Supported sector development initiatives, including the Insurance Academy Program to advance Saudization.
- 2010- 2017 **Marketing Director**
Al Rajhi Takaful (Insurance)– Part of Al Rajhi Bank)
- Established marketing and corporate communications department from inception.
 - Developed pre-launch marketing and brand strategies.
 - Increase awareness and sales among the top three insurance brands (Nielsen).
 - Developed and Led digital sales channel launches.
 - Developed and led customer satisfactions department.
- 2006 – 2010 **Corporate Communication Manager**
STC - Saudi Telecom Co, Riyadh, KSA
- Led corporate and sports communications, events, and special initiatives.
 - Played a key role in launching new corporate identities (STC / VIVA).
 - Planned and delivered high-profile corporate and sports events.

2005- 2006

Brand Manager

PepsiCo Intl, Saudi Snack Foods Ltd, Riyadh, KSA

- Supported brand strategy development and execution across the Saudi and MENA markets.
- Relaunched the Tasali brand and introduced new products to the Middle East market

2000 - 2005

Brand Manager

NADEC, Riyadh, KSA

- Led early career roles combining sales and brand management.
- Launched NADEC Juice, achieving 20% market share within three years.