

Mohammad Alsalem

Riyadh 

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alsalem

Empowering organizations to effectively communicate their purpose and connect with target audiences. My diverse professional experience and academic foundation enable me to understand complex organizational challenges and transform them into strategic opportunities for growth and engagement.

Skills

- Strategic communications
- Stakeholders' engagement management
- Change management
- Media coaching
- Corporate communication
- Behavioral science
- Strategic thinking
- Digital marketing
- Critical and creative thinking
- Strong interpersonal skills

Experience

FEB 2025 – PRESENT

Director of Organizational Effectiveness / Gathern

Leading performance, talent, and org design efforts to enhance operational effectiveness at Gathern. Introduced KPI frameworks, structured performance reviews, and competency models to align people, processes, and strategy across the organization.

MARCH 2024 – PRESENT

Communications Director / Salient Communication Group, Saudi Arabia

Partner of a local communication consultancy and leading dual practices within SCG: Reputation Practice, focused on strategic public relations and external communication, and Talent Practice, specializing in change management, internal communication, and organizational culture. Notable clients include: Ministry of Defense and Saudi Electricity Regulatory Authority.

MAY 2020 – MARCH 2024

Change and Communications Manager / Ministry of National Guard Development Program, Saudi Arabia

Led the communication team within the **Change and Communication Center of Excellence (CoE)**, where I developed and executed comprehensive communication and engagement strategies aligned with the program's change objectives. Focused on enhancing stakeholder commitment and driving engagement across all levels. Additionally, served as Project Manager for the development of the Ministry's communications strategy and rebranding project.

AUG 2019- APR 2020

Communications Consultant / Hill & Knowlton Strategies, Saudi Arabia

Developed and implemented communication strategies for two key accounts, including stakeholder mapping, gap analysis, and KPI development, ensuring alignment with business objectives and delivering measurable impact.

OCT 2017 – AUG 2019

Senior Account Executive / APCO Worldwide, Riyadh, Saudi Arabia

Contributed to the development of four advisory boards for Saudi giga projects and crafted communication strategies for major entities, including the Royal Commission for AlUla, Saudi Expo, Qiddiya, and Red Sea. Supported business development by responding to RFPs, preparing proposals, and pitching to prospective clients.

MAY 2017 – OCT 2017

Psychologist / Ministry of Interior, Saudi Arabia

Conducted psychological assessments and interviews while developing enhanced evaluation frameworks based on global standards to support organizational needs and individual well-being.

JUL 2016 – APR 2017

Procurement Specialist / Almasar Alhadieth, Saudi Arabia

Worked as a procurement specialist to review contracts and payments against deliverables from contractors.

Education

DEC 2024

Master of Science in Marketing / University of Salford, Manchester, UK

Dissertation: Measuring the Effectiveness of Saudi Ministry of Tourism's Marketing efforts towards Saudi Arabia's goal of Tourism

MAY 2016

Bachelor of Science in Psychology with a minor in Management / Grand Valley State University, Michigan, USA

GPA: 3.09 out of 4

MAY 2009

Intermediate Diploma in Pharmacy / King Khalid University, Saudi Arabia

GPA: 3.24 out of 5