

ISMAIL HAMIDADDIN

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RIYADH - SAUDI ARABIA

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OBJECTIVE

Expert marketing and communication leader with 14 years of experience delivering strategic initiatives across public and private sectors. Proven success in marketing, communications, customer engagement, and high-profile government events. Skilled in aligning campaigns with national priorities, enhancing brand visibility, and driving cross-sector collaboration. Strong track record in building and positioning brands through compelling storytelling, integrated communication strategies, and consistent messaging to ensure a clear, impactful, and cohesive brand presence.

AREA OF EXPERIENCE

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|------------------------------------|------------------------------------|-------------------------------------|
| ■ Project Management | ■ Awareness Campaigns | ■ Marketing Research |
| ■ Public Sector Event Management | ■ Brand Management | ■ Business Development |
| ■ Strategic Stakeholder Engagement | ■ Product & Portfolio Management | ■ Public Sector Event Management |
| ■ Marketing and Communication | ■ Vendor & Sponsorship Negotiation | ■ Post-Event Analysis & Performance |

WORK EXPERIENCE

NEOM

Head of Marketing, Communication, and Engagement

4/2024- present

- Leading all marketing, communication & engagement activities; internal and external communications, brand management, stakeholder engagement, events, and employee engagement to drive business objectives and organizational reputation.
- Led the creation, initiate, and scaling of sector brand, defining brand architecture, positioning, and value propositions to build market credibility.
- Designed and executed an integrated marketing, communication, and engagement strategy across digital, PR, internal communications, partnerships, and events to drive trust, adoption, and growth.
- Drove corporate narrative, executive communications, and reputation management with senior leadership.
- Directed high profile stakeholder engagement and events, managing C-suite, government, regulator, and international audiences.
- Built and governed marketing and communications functions, establishing operating models, managing budgets and agencies, and driving measurable business impact.

Ascend Healthcare Solutions

Director, Strategic Marketing and Communication

11/2021 - 3/2024

- Led the strategic marketing and communication planning, including strategic account planning, annual budgeting, market sizing, opportunity identification, and development of multiyear business plans.
- Drove national and international communication strategies for Ministry of Health engagements, overseeing local, internal, and global communications aligned with government priorities and regulatory frameworks.
- Acted as a strategic advisor to public-sector and healthcare stakeholders, ensuring messaging, positioning, and engagement supported national health objectives and policy alignment.
- Directed high-profile government and healthcare events from strategy through execution, coordinating with ministries, public-sector leaders, and partners to deliver consistent narratives and measurable impact.

Senior Manager, Strategic Marketing and Communication

- Led the development and execution of MARCOM strategies and integrated communication plans, translating business objectives into measurable campaigns supported by defined KPIs.
- Managed the Marketing & Communications function, overseeing brand development, website initiatives, marketing collateral, events, client engagement, social media, and market outreach.
- Supervised local, regional, and international events, including executive forums and high-visibility engagements, ensuring seamless execution and alignment with client objectives.
- Developed executive programs, strategic workshops, and business engagement programs, supporting senior leadership positioning and client relationship growth.
- Served as a key link between marketing leadership and executive management, reporting to the Chief of Marketing with a dotted line to the CEO.

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Strategic Gears

Marketing and Communication Consultant

10/2020- 6/2021

- Collaborated on the development of MARCOM strategies and implemented communication plans in partnership with client teams, aligned with defined KPIs and performance metrics.
- Designed, managed, and executed multiple programs and projects within the Ministry of Municipal, Rural Affairs, including affiliated entities such as the Saudi Contractors Authority (SCA) and the Saudi Council of Engineers (SCE), ensuring effective implementation and delivery. Led the development of labor-based and market-based policies for the Occupation Practicing License (2021), aligning with regional and international standards, in close coordination with the Deputy Minister for Contractor Classification at MOMRA.

3M

Regional Marketing Manager for the Middle East:

06/2019-10/2020

- Marketing Execution: Business and marketing plan development (market insights & trends, forecasting, opportunity identification, competition landscape, risks, digital activities, and budgeting)
- Manage portfolio and pricing across the ME region, standardization, simplification, and market segmentation.
- Led growth programs to increase market shares and awareness, including new product introduction strategy, developing commercialization plan and, o2o strategy.
- Manage and Collaborate across the regions with functions (regional sales managers, local marketers, field sales, and business support teams) to ensure the execution of plans including sales targets.
- Leverage Marketing operation teams through collaboration, sharing of ideas, successful executions, and replicate successes.

Marketing Manager:

08/2016-06/2019

- Develop a marketing plan and execute programs aligned to the strategy. Communication, events & sponsorships, collateral development, direct marketing, content management, digital marketing, lead generation.
- Oversee new market initiatives, find new opportunities, and Stakeholder communication Channel partner and end users.

Marketing Specialist:

09/2014- 08/2016

- Plan and implement Business plans translated into sales actions to meet the financial targets.
- Responsible for business plan execution, new product introduction, competitive analysis, and pricing.
- Strengthen brand awareness and product understanding by developing a specialized product portfolio for a specific market segment.

Business Analyst: 3M Graduate Program

09/2013- 09/2014

- Develop scorecards by integrating, analyzing, and correlating data, designing tactics, and, evaluating results. (Internal Data and External Research)
- Projects: Optimize Branding and build Awareness, Improving Cost of Goods Sold and Cumulative Gross Margin.
- Certified Six Sigma Black Belt & Green Belt.

SIMS Creation Amman, Jordan

Marketing Assistant

04/2006- 05/2008

- Led a PR campaign and helped in creating and disseminating marketing materials
- Review accounts and provide reports beside the general administrative and other duties assigned

EDUCATION

Johns Hopkins University

2011- 2013

- Master's in science of marketing

Marymount University

2009 - 2010

- Bachelor of Business Administration Focus in International Business

New York Institute of Technology

2004 - 2007

- Bachelor of Science in Business Administration & Marketing