

Ibrahim Y. AlMalik

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Strategic executive leader with 25+ years of experience driving national transformation, governance, and brand leadership. Founder & CEO of Magecs, a strategic advisory and branding firm, and a recognized contributor to Saudi Arabia's Vision 2030. Played founding roles in launching Meem Bank, co-founding Al Yamamah University, and leading the full rebranding of Berrin Water. Experienced across education, banking, and corporate sectors, with strong expertise in strategy, governance, and communications. Holds an MBA in Marketing from Hillford University and a BBA in Marketing from King Saud University.

Core Competencies

- Corporate Governance & Strategic Advisory
- Board & Committee Leadership
- CEO-Level Communications & Stakeholder Trust
- National Campaigns & Public Policy Alignment
- Corporate Branding & Market Transformation
- Reputation & Crisis Management
- Leadership & Team Building
- Thought Leadership & Media Influence

Professional Experience

Founder & CEO – Magecs

Al-Jazirah, Saudi Arabia | Jan 2017 – Present

- Lead strategic advisory and branding firm delivering transformation campaigns for government, corporate, and educational sectors.
- Shaped national narratives and advised top leadership on strategy, branding, and communications.
- Directed high-profile rebranding projects including Berrin Water, setting benchmarks in FMCG.
- Guided executive clients on governance, media positioning, and stakeholder trust.

Deputy Director General – Administrative Affairs | MISK Schools

Al-Jazirah, Saudi Arabia | Aug 2015 – Dec 2017

- Oversaw administrative, marketing, finance, and IT functions for the launch of MISK Schools.

- Reported directly to H.E. Dr. Ahmed Al-Eisa.
- Supported inaugural academic year operations under direct board supervision.

Senior VP – Head of Corporate Communications | Gulf International Bank

Al-Jazirah, Saudi Arabia | May 2014 – Jul 2015

- Elevated the bank's profile in GCC markets through executive communication strategies.
- Led corporate reputation, brand positioning, and stakeholder engagement.

Director – Marketing & Corporate Communications | Mohamed A. Al-Rajhi & Sons Holding Group

Al-Jazirah, Saudi Arabia | Feb 2010 – Apr 2014

- Developed corporate communication frameworks and brand guidelines.
- Achieved 500% growth in media exposure.
- Directed major exhibitions and CSR campaigns.

Head of PR & Communications | Al Rajhi Bank

Al-Jazirah, Saudi Arabia | Aug 2008 – Feb 2010

- Rebranded and relaunched Al Rajhi Magazine.
- Directed CSR initiatives and engaged leading PR agencies.

Director of Marketing & PR | Al Yamamah University

Al-Jazirah, Saudi Arabia | Nov 2003 – Aug 2008

- Led launch campaigns and branding strategy.
- Founded the university's official magazine 'PILLARS'.

Early Roles

- Business Development Manager | Art Nouveau Advertising
- Advertising Executive | Al Akariya Co.
- Marketing Supervisor | Al-Yazeed Group

Education

MBA in Marketing – Hillford University, USA, 2014

BBA in Marketing – King Saud University, Riyadh, Saudi Arabia

Certifications & Training

- English for Business – EF Miami, USA (2006, 2008)
- Marketing Audit – King Faisal University
- Event Management – Progress, Dubai
- IC English – Chapman University & ELS, California

Professional Memberships

- Founding Member – Saudi Marketing Association
- Former Media Committee Member – Saudi Banks Council
- Member – American Marketing Association
- Member – Saudi Management Association
- Member – Saudi Association for Media & Communication

Other Credentials

- Weekly Economic Columnist – Al-Al-Jazirah Newspaper
- External Examiner – Public Administration Institute (Master's in Marketing)
- Licensed Journalist & Writer – General Authority of Media Regulation (2024–2027)
Registration No: 635310

Awards

“Peak of Success – Excellence in Marketing Management” – World Confederation of Business, USA (2011)

Personal Details

Age: 47 | Nationality: Saudi | Marital Status: Married