

# Hussam Bougary

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## STRATEGIC BRAND POSITIONING & MARKET TRANSFORMATION

### EXECUTIVE SUMMARY

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A visionary and results-driven Executive with a proven ability to elevate brand visibility, enhance stakeholder engagement, and drive investment attraction. Leading the development and execution of integrated marketing and communications strategies that align with corporate objectives and national priorities. Strengthening brand positioning and corporate reputation while establishing stakeholder trust to drive alignment with international best practices. Championing strategic marketing initiatives that reinforce Saudi Arabia's position as a premier destination for global events, supporting Vision 2030 objectives.

With nearly two decades of leadership in marketing, corporate communications, and public relations, delivering transformative outcomes across diverse industries, including the private sector, startups, and government initiatives. Driving rebranding, repositioning, and market entry strategies and optimizing sponsorship acquisition, corporate reputation management, and governance frameworks. Utilizing innovation, digital transformation, and data-driven insights to shape marketing strategies that deliver measurable impact on a regional and global scale.

#### Expertise:

- Strategic Marketing Leadership
- Brand Positioning & Rebranding
- Corporate Communications
- Public Relations & Media Strategies
- Digital Transformation & AI-Driven Marketing
- Events & Global Visibility Campaigns
- Government & Public Sector Collaboration
- Startup Growth & Business Transformation
- Market Research & Competitive Analysis
- Investments & Corporate Branding

### CAREER EXPERIENCE

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Events Investment Fund

**Executive Director – Marketing, PR & Corporate Communications**

*Feb '24 to date*

**Purpose:** Pioneer and spearhead strategic marketing and communication and drive brand awareness, stakeholder engagement, and investment attraction to enable & promote Saudi Arabia's event industry and support the Kingdom's economic diversification goals

- Lead marketing and communications for key assets, initiate & oversee campaigns & formulate PR & corporate strategies to:
  - Secure sponsorships and enhance global visibility
  - Drive awareness, engagement, and investor confidence in EIF and its subsidiaries
  - Establish KSA as a premier destination for world-class events, tourism, and cultural experiences
- Establish relationships with external stakeholders & government entities to align initiatives with national objectives & goals
- Spearhead sponsorship acquisition & naming rights strategies for event venues to enhance revenue and attract investments
- Build, guide, & mentor a high-performing team to oversee marketing, branding, digital media, PR, & event communications
- Develop and implement crisis communication frameworks to protect EIF's reputation & drive rapid response to challenges
- Engage with multiple internal teams to guarantee strategic alignment with investment goals and asset development timelines
- Oversee digital transformation and utilize AI, analytics & digital media to enhance market position & audience engagement
- Develop and implement crisis communication frameworks and employee engagement programs to protect EIF's reputation
- Collaborate with stakeholders, government entities, regulatory bodies, investors & partners to strengthen market presence
- Monitor marketing performance metrics for the delivery of measurable impact on revenue generation and brand positioning

#### Achievements:

- Successfully established and finalized brand identities for three confidential projects, securing approvals and preparing visual branding and naming for the official announcement, resulting in cohesive market presence and readiness for launch
- Successfully initiated and implemented the marketing policy and strategic plan and aligned with EIF's long-term objectives, resulting in a structured and strategic approach to branding, sponsorship acquisition, and stakeholder engagement
- Successfully recruited and built a high-performing marketing and communications team and drove operational readiness and execution excellence, resulting in streamlined operations, enhanced collaboration & the efficient execution of initiatives

- Successfully designed & executed marketing campaigns, enhanced awareness & positioned EIF's projects as key investment opportunities within the Kingdom, which resulted in investor interest, brand recognition, and elevated public engagement

RER  
**Director – Marketing, PR & Corporate Communications** *Nov '21 – Mar '24*

Purpose: Led the strategic branding, communication, and public engagement to position the organization as a pioneer in digital real estate transformation, promote the adoption of the digital real estate registry, and align with national modernization initiatives

- Initiated & pioneered marketing campaigns, developed brand identity & engaged with government & industry stakeholders to drive and support the transition from traditional property registration to a fully digital system throughout the Kingdom
- Established and executed nationwide and international marketing campaigns, utilized digital influencers, billboards, government partnerships, and strategic media, integrated global best practices, & led the registration awareness initiative to
  - Shape public perception and drive user adoption
  - Establish leadership in real estate innovation
  - Transition from traditional paper deeds to a modernized digital registry
- Developed comprehensive strategies to align with business plans and promote brand awareness & stakeholder engagement
- Oversaw branding, identity development, and stakeholder communication to promote consistency across all key platforms
- Engaged with CEO & HR team to build a culture and establish branding that aligns employees with the company's mission
- Directed the rollout of digital registration platforms, shaped corporate messaging, led PR, and adopted a customer-centric approach to communication to address multiple concerns, guarantee a smooth transition for the public, and establish trust
- Led & guided a team of direct & indirect reports to drive innovation, professional development, and operational excellence
- Executed thought leadership initiatives to establish the organization as a global pioneer in digital real estate transformation
- Reviewed policies & procedures to align with government ministries and regulatory bodies and facilitate national initiatives

Achievements:

- Successfully led the comprehensive establishment of the marketing and communication function, and developed digital, operational, & geospatial components, resulting in transforming it from a startup phase into a fully operational department
- Successfully spearheaded one of the most successful real estate transformations, and oversaw the transition of property deeds from the Ministry to the Real Estate Authority, which resulted in a seamless migration and registry alignment
- Successfully secured multiple industry recognitions for the platform, drove innovation, and integrated AI and advanced technologies, resulting in optimized data accuracy, and improved decision-making processes, enhancing system efficiency
- Successfully positioned the Chief Executive Officer as a thought leader in the real estate sector, and executed impactful PR and strategic communication initiatives, which resulted in strengthening the organization's reputation and visibility
- Successfully built strategic partnerships and conducted international benchmarking, collaborating with leading real estate systems across Europe, Asia, Australia, and the U.S., resulting in the adoption of global best practices, elevating capabilities

Saudi Payments  
**Senior Manager – Corporate Communications** *Oct '19 – Nov '21*

Purpose: Spearheaded and executed a comprehensive communication strategy to optimize the organization's brand, enhance stakeholder engagement, drive awareness of its role in the fintech and payment ecosystem and support financial transformation goals

- Established & oversaw the corporate identity & brand architecture to create a unified voice & centralize payment solutions
- Led internal and external communications to support corporate culture initiatives, stakeholder engagement, and resilience
- Steered the branding & positioning of Saudi Payments & oversaw the communication materials for all payment products to:
  - Drive awareness and engagement
  - Align with Saudi Central Bank directives and fintech sector goals
  - Enhance employee engagement and align teams with organizational objectives
- Engaged with Saudi Central Bank, MoF, financial institutions, telecom and tech sectors to align with industry regulations
- Coordinated corporate events, virtual events, product launches, and executive briefings to promote audience engagement
- Collaborated with HR to build a productive internal culture, promote collaboration, and implement engagement activities
- Oversaw media relations and built relationships with journalists, influencers, and industry leaders to secure media coverage
- Reviewed digital & social media strategies to guarantee online presence & engagement with financial & fintech communities
- Monitored industry trends and potential risks to advise leadership on proactive communication strategies & mitigate risks
- Facilitated leadership in engagements to align CEO messaging & PR with corporate objectives & national fintech initiatives

## Achievements:

- Successfully led crisis management initiatives and implemented response strategies, which resulted in minimizing operational disruptions, guaranteeing business continuity, and optimizing organizational resilience during critical incidents
- Successfully spearheaded the launch of a secure payment transfer product, which resulted in achieving instant payment processing, enhancing transaction efficiency, and improving customer satisfaction through seamless & reliable transactions

## Savola Group

### **Manager – Marketing & Corporate Communication**

*Feb '18 – Sep '19*

Purpose: Initiated & steered corporate messaging, sustainability initiatives & stakeholder engagement, & enhanced brand reputation and public perception to reposition Savola Group from an oil company to a publicly listed holding group for food and retail

- Pioneered brand identity and strategic market positioning to enhance corporate visibility and stakeholder engagement
- Oversaw corporate marketing and communication across all subsidiaries to align messaging & brand positioning with goals
- Directed internal and external communication to guarantee alignment with corporate strategy and stakeholder expectations
- Led the report process and coordinated with finance teams to integrate financial statements, board decisions, and insights
- Drove sustainability initiatives and enhanced public engagement to promote environmental responsibility and social impact
- Steered corporate events and public engagements to guarantee seamless execution and brand consistency across subsidiaries
- Spearheaded media relations and crisis communication to protect the organization's corporate reputation and brand trust

## ROI & Achievements:

- Successfully developed and executed integrated marketing and communication strategies, PR campaigns, digital strategy, and social media plans, resulting in strengthening Savola Group's reputation, increasing brand awareness and engagement
- Spearheaded the Negaderha food waste reduction initiative, conducted in-depth research on food waste in Saudi Arabia, and implemented strategic retail solutions, which resulted in minimizing waste and optimizing cost efficiency
- Successfully implemented cost-saving and CSR-driven initiatives, resulting in reducing marketing expenses by 20%, maintaining brand impact, and elevating public awareness of key social responsibility programs such as Makeen

## ProAct KSA

### **Head – Marketing & Business Development**

*Aug '16 – Feb '18*

Purpose: Drove brand growth, market expansion, and revenue generation and established strategic marketing initiatives and business development plans to optimize brand positioning, identify new market opportunities, and strengthen competitive advantage

- Developed and executed client advertising campaigns to guarantee alignment with brand identity and strategic objectives
- Led media plans & oversaw content development and media space placement to maximize audience reach and engagement
- Negotiated and closed business opportunities and utilized industry knowledge to build partnerships and client relationships
- Created and directed PR campaigns to enhance the overall brand visibility and guarantee public relations effectiveness
- Established strategic marketing partnerships with companies to promote collaboration and market expansion opportunities

## ROI & Achievements:

- Successfully identified new market opportunities & executed targeted campaigns, resulting in a 39% increase in annual sales
- Successfully expanded client base from 17 to 41, resulting in increased market presence & accelerating customer acquisition
- Successfully reviewed and optimized marketing budget allocation, which resulted in an 18% budget savings by year-end
- Successfully drove profitability & growth through data-driven marketing and optimization, resulting in 9% revenue increase

## Previous career roles:

**Part-Time Lecturer**, Sep '15 – Aug '16, University of Business and Technology

**Projects & Events Manager**, Apr '15 – May '16, Benchmark, 360 live

**Marketing Officer**, Aug '09 – Apr '12, Sketch Advertising

**Area Relationship Manager**, Sep '08 – Aug '09, M.S. Bahareth & Co

**Database Administrator**, Jul '07 – Sep '08, Elaj Group

## EDUCATION

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MA Advertising  
SCAD – 2015

Bachelor of Science in Information Systems  
6th of October University – 2007