

## Summary

Energetic and innovative professional with dual master's degrees in Integrated Marketing Communication and International Art & Culture Management. I have extensive experience in the culture and heritage sector, leading and managing national-scale projects that promote Saudi identity and creative expression.

My background bridges communication, international relations, and change management, strengthened by diverse experience across government and private sectors.

With hands-on exposure to leading international cultural institutions such as Château de Versailles, I bring a global perspective on how cultural destinations are managed, communicated, and celebrated.

## Work Experience

### Founder & Managing Director

WJD CULTURE

Feb 2025 - Present -

Founded WJD Culture to make Saudi heritage tangible and engaging through research, storytelling, and immersive experience design. WJD bridges global innovation, technology, and exhibition design to serve the evolving Saudi cultural market, while maintaining the authenticity of the local narrative through contextual and customized content development.

### Strategic Communication & Cultural Development

Independent Consultant

Feb 2023 - Present -

- Advising institutions and creative enterprises on strategic communication, branding, and stakeholder engagement.
- Supporting cultural project design and partnership development, combining global insight with deep local understanding.
- Developing narrative and content strategies that promote Saudi identity and cultural diplomacy.
- Delivering executive coaching and advisory sessions focused on leadership and communication within creative industries.

### Managing Director

Atharna, Riyadh

Feb 2020 - Feb 2023

- Directed cultural strategy and business transformation for a platform dedicated to preserving and promoting Saudi craftsmanship.
- Launched the first Saudi Crafts Encyclopedia, documenting 40+ traditional crafts from all regions.
- Expanded the company by 150%, introducing new revenue streams and strategic partnerships.
- Strengthened Saudi cultural presence globally through cross-sector collaborations.

### Senior Change Manager

Ministry of Commerce, Riyadh

Jul 2018 - Feb 2020

- Directed organizational initiatives across 10+ government entities as part of commerce ecosystem in Saudi Arabia, influencing over 13 regions in Saudi Arabia.
- Designed and delivered workshops, events, and training sessions to facilitate change and ensure alignment with Vision 2030 initiatives.
- Worked on international partnerships and initiatives to enhance Saudi Arabia's global competitiveness, including contributions to the Ease of Doing Business Index.

### Marketing and Research Manager

SABB Takaful, Riyadh

Jul 2017 - Jul 2018

- Led marketing and research efforts in collaboration with HSBC Group, successfully introducing new products and services to the Saudi market.
- Planned and executed marketing campaigns to activate product launches, ensuring maximum market engagement and brand visibility.
- Coordinated closely with the UK head office to ensure alignment of marketing strategies and enhance international collaboration.

### Business Development Specialist

Ministry of Labor and Social Development, Riyadh

Jul 2016 - Jul 2017

- Contributed to the National Transformation Program through initiatives that strengthened the non-profit ecosystem and social innovation landscape.
- Led three key initiatives: Incentives for Volunteering, Haroon for Pro Bono Services, and NOSS, building qualifications and professional standards in the non-profit sector.
- Fostered international partnerships and developed training programs to enhance institutional capacity and workforce participation.

### Marketing Associate

Harakat Production, Riyadh

Jul 2015 - Jul 2016

- Planned and managed marketing campaigns across various sectors, aligning activities with clients' strategic goals to enhance their market presence.

# Tagreed Almutairi

Cultural and Communications Executive

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## Education

### International Master in Art and Culture Management

Rome Business School, Rome, Italy

### MA in Integrated Marketing Communications

Duquesne University, Pittsburgh, USA

- 2015

### BA in English Literature and Translation

Imam Mohammad Ibn Saud University, Riyadh, Saudi Arabia

- 2011

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## Global Cultural Collaborations

Crafts of the Kingdom: Culture and Creativity in Saudi Arabia 2021

Atharna in collaboration with Assouline

Managed the development and production of Crafts of the Kingdom, an international publication showcasing Saudi craftsmanship and heritage. The project positioned Saudi artisanship within the global luxury and design narrative through compelling storytelling and visual documentation.

Comparative Study on Temporary Exhibitions in France and Saudi Arabia

2019

Château de Versailles

Conducted a comparative research study on temporary exhibitions in France and Saudi Arabia, exploring how heritage and contemporary narratives are curated and presented to engage diverse audiences.

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## Courses

Podcasting for the Arts

2024

Misk Art Institution

Lobbying and Advocacy Skills for Sustainable Development

2021

Leading at a Time of Crisis

2020

THNK

Human Resources - Mini MBA

2020

Kuala Lumpur

Certified Change Management Professional (CCMP)

2019

ACMP

Certified Executive Coach

2019

Marshall Goldsmith

Certified Team Coach

2019

Marshall Goldsmith

Certified Trainer

2018

Effective Leadership

2019

UK

Video Production Strategies

2019

International Protocol and Etiquette

2018

UAE

Leadership Excellence

2017

UAE

Digital Marketing

2017

Event Management Planning and Execution

2015

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## Personal Skills

Innovative Leadership Strategic Planning

Cross-Cultural Communication Creativity

Business Negotiation Market Research

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## Languages

Arabic ●●●●●

English ●●●●●