

# Nourah Mohammed AlSubaie

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INTERNATIONAL RELATIONS, STRATEGIC COMMUNICATIONS & EXTERNAL AFFAIRS

## EXECUTIVE SUMMARY

Experienced strategic communications professional with over 9 years of experience shaping and executing strategic public relations and corporate communications initiatives across telecom, defense, FMCG, UNESCO, health sector and other public sector organizations. Skilled in aligning messaging with executive vision, managing complex stakeholder relationships, and leading cross-functional teams across regions. Known for using deep expertise in media relations, crisis management, internal communications, and brand positioning, with demonstrated success in launching international operations, modernizing communication frameworks, and amplifying CSR and sustainability objectives and goals. Recognized for delivering consistent, high-impact messaging that builds trust in organizations.

Expertise:

- Corporate Communications & Media Relations
- Global Event Promotion & Diplomacy
- Content Development & Messaging Alignment
- Executive Communication Advisory
- Stakeholder & Diplomatic Engagement
- Government Affairs Strategy & Policy Support
- Brand Visibility & Reputation Management
- Digital Content & Social Media Campaigns

## ENTREPRENEURIAL & ADVISORY EXPERIENCE

PLAYBOOK

**Founding Member**

*Apr '23 to date*

Purpose: Contributed to the founding and growth of PLAYBOOK, a global leadership platform for diverse women professionals, providing tools, mentorship, and career development resources to empower women executives and advance gender equity in leadership.

- Helped launch and shape a multi-platform network enabling women to learn through peer-to-peer experiences, amplify their influence, and prepare for leadership roles.
- Supported initiatives like the Pay-It-Forward Scholarship Program, providing girls in underserved communities access to education and career development opportunities.
- Promoted the platform's mission to equip women with knowledge and best practices to lead organizations successfully and foster a more inclusive and equitable professional environment.

## EXPERIENCE

stc group, Riyadh, KSA

**Media Relations Content Support Section Manager**

*Aug '24 to date*

Purpose: Forge comprehensive media relations and content support strategies for stc group, and develop targeted narratives around technology leadership & sustainability, social responsibility to communicate the company's story across diverse audiences effectively.

- Provide strategic leadership to align team structure, performance goals, & workforce planning with organizational priorities while defining goals and KPIs for members of the team to drive effective application of the MR performance requirements
- Built, aligned, and implemented the organizational corporate communications strategy to support executive vision, strengthen company reputation, & coordinate messaging across high-level stakeholders & cross-functional teams through:
  - Facilitated interdepartmental coordination to unify messaging and advance organizational objectives
  - Draw on diplomatic experience to inform strategic alignment with internal and external audiences
  - Secured strategic coherence across subsidiaries, leadership, and operational functions
  - Lead the execution of the media relations content support mandates and align leadership insight & compliance
  - Provide oversight during stc's CSR and business achievements through TV, newspapers, and social media
  - Prepare, create, and implement annual content Media plans and content needs for all media platforms

- Maintain the Media content databases, news articles, TV interviews and appearances & social media posts
- Enhance media relations through expanded journalist networks & press publication frequency to maintain narrative control
- Build trust & alignment across internal departments' media to secure consistent communication & visibility with executives

#### Achievements:

- Successfully led the development of a comprehensive PR strategy, defining key priorities, messaging pillars, and engagement approach, which resulted in a unified communications direction, enhanced reputation management, and greater alignment with organizational objectives
- Successfully transitioned organization communication language to a modernized & consistent form, educating departments on strategic alignment with brand function support, which resulted in improved corporate messaging and consistency

DataVolt, Riyadh, KSA

#### Executive Manager of Corporate Communications

Mar '24 – July '24

**Purpose:** Drove cross-functional communication plans to strengthen brand equity, align messaging across global teams, led strategic corporate communications to protect and elevate the company's reputation, align messaging with business objectives, and drive stakeholder trust, brand value, and market presence to position DataVolt as a leader in sustainable data solutions.

- Oversaw comprehensive corporate communications to enhance brand visibility and stakeholder engagement through:
  - Strategic Communication Alignment: Integrated communication strategies that aligned with business goals
  - Brand Positioning & Visibility: Developed sustainable data center messaging across all digital platforms
  - Stakeholder & Government Relations: Built relationships with stakeholders to enhance trust & collaboration
  - Media & Crisis Management: Secured positive media coverage and safeguarded the company's reputation
  - Digital & Social Media Strategy: Digital communications & social media engagement to strengthen brand presence
  - Corporate Events & Thought Leadership: High-impact corporate event execution & position leaders to influence
  - Internal Communication & Culture: Lead transparent communication and employee engagement initiatives
  - Operational Oversight: Maintained budget to advance communications for international offices
- Led, oversaw and mentored the communications team to optimize resources and maintain departmental performance
- Proactively engaged and cultivated strategic relationships with technology and investment ministries and embassies through targeted communication initiatives to enhance and improve partner satisfaction across the overall organization & outcomes

#### Achievements:

- Utilized exemplary levels of diplomatic negotiation & liaison with Uzbekistan ministry officials to secure priority company listing within the established data sector, which resulted in enhanced market visibility and improved competitive positioning
- Instilled dedication and commitment in establishing a comprehensive corporate communications department from scratch, and developed frameworks aligned with objectives, which resulted in cohesive messaging and a strategically aligned function
- Successfully established and led communications operations across Dubai, Uzbekistan, and India offices from inception, which resulted in cohesive international messaging and streamlined cross-regional communication coordination

Arla Saudi Arabia, Riyadh

#### Corporate Affairs Manager

Feb '23 – Mar '24

**Purpose:** Led corporate affairs for Arla Foods Saudi entity, serving as the primary spokesperson and aligning legal, government, and admin functions with global standards through cross-functional collaboration with HQ teams in Aarhus and Copenhagen.

- Developed a complex corporate affairs strategy and served as the primary spokesperson and strategic advisor to executive leadership across diverse business functions to enhance organizational presence in KSA and increase workflows through:
  - Arla Foods KSA Spokesperson: Serve as primary spokesperson for media inquiries & stakeholder communications
  - Public Relations & Communications: Developed PR plans, oversaw communication team, & stakeholder mapping
  - Government Affairs: Lead government affairs team, influence policy, & advocate organizational interests globally
  - Legal Affairs: Lead the legal affairs team, secure compliance, manage risks, and handle contracts & disputes
  - Safety, Health, and Environmental, SHE: Lead safety, health, & environmental programs of employee well-being
  - Security: Oversee comprehensive security function protecting organizational assets, employees, and stakeholders
  - Consultations & Advisory role: Serve as advisor to executive leadership on market insights & regulatory guidance
  - Administrative & Support Services: Oversee administrative operations and develop policies and procedures
- Led multi-tiered team, directing 6 senior managers who championed cross-functional teams to build a high-performing unit
- Cultivate diverse stakeholder relationships with regulatory authorities, diplomatic entities, & cross-functional business teams
- Established regulatory partnerships with key entities to secure foreign company compliance and local business requirements
- Collaborated across more than 50 internal stakeholders to secure alignment and establish the company's brand presence

## Achievements:

- Successfully led a stakeholder mapping framework connecting government entities with corporate partnerships to advance initiatives, which resulted in a sustainable relationship-building infrastructure still utilized by the company today
- Successfully developed comprehensive crisis communication protocols and served as primary executive contact during critical organizational challenges, which resulted in effective crisis resolution and preserved organizational reputation
- Successfully enhanced brand visibility and credibility with government entities through strategic communications and stakeholder engagement initiatives, which resulted in securing VAT payment exemptions totaling 9 million SAR
- Successfully facilitated strategic introductions connecting the CEO with key regulatory authorities, including the Investment Authority and SFDA, which resulted in strengthened high-level governmental relationships and enhanced credibility

Saudi Maintenance & Supply Chain Management – BAE Systems KSA

Jan '19 – Jan '23

**Public Relations & Communications Senior Professional**

*Jan '22 – Jan '23*

Purpose: Partnered in the development, implementation, and execution of a unified PR and communications strategy to reinforce organizational priorities, strengthen internal culture, and manage reputation across sensitive defense-related operations.

- Collaborated on the strategic communication strategies to secure consistent messaging of the organization's goals through:
  - Strategic Communication & Messaging: Developed and executed communication plans
  - Content & Channel Strategy: Created content across digital, print, and internal channels to build a brand voice
  - Internal Communications & Culture Building: Crafted employee-focused communication to drive a positive culture
  - Stakeholder & Community Engagement: Built strong relationships to strengthen stakeholder trust
  - Performance Monitoring & Improvement: Tracked communication effectiveness using metrics, provided actionable insights, and integrated industry best practices for continuous improvement
- Identified and cultivated relationships with key partners, employees, & the community to promote organizational objectives
- Led comprehensive cross-functional communication initiatives, coordinating internal announcements, newsletters, and crisis communication plans and procedures to manage organizational messaging and responses to potential crises effectively

## Achievements:

- Successfully enhanced organizational decision-making and leadership development opportunities, which resulted in selection for prestigious shadow board committee to provide strategic insights & bridge perspectives with senior leadership
- Successfully completed a respected Saudi women's leadership development program in partnership with the Ministry of HR and INSEAD University, which resulted in enhanced executive capabilities and expanded professional network

**Public Relations & Communications Professional**

*Jan '19 – Dec '21*

Purpose: Advanced BAE Systems' public relations and strategic communications efforts to strengthen organizational reputation, stakeholder engagement, and internal alignment, including a secondment focused on driving high-impact organizational initiatives.

- Supported communication strategies to identify target audiences' key messages & maintained up-to-date on industry trends
- Monitored media coverage of online conversations, & created compelling content to assess & enhance organizational image
- Collaborated with senior management on strategic initiatives to promote partnership efforts & improve business behaviors

## Achievements:

- Successfully achieved strategic planning and execution of World Defense Show social media campaign, demonstrating exceptional teamwork and cooperation, which resulted in successful global event promotion and stakeholder engagement
- Successfully achieved leadership development opportunities and council memberships through strategic engagement with diplomatic officials and international stakeholders, which resulted in the representation of the organization at global events
- Successfully achieved enhanced followers participation and brand visibility through implementing innovative engagement strategies, including interactive polls and questionnaires, which resulted in increased social media traffic and activity
- Successfully achieved enhanced organizational visibility through leading exceptional social media campaigns, which resulted in recognition from BAE Systems global leadership, the CEO of SMC, and an internal department committee

United Nations Educational, Scientific & Cultural Organization, UNESCO, Paris, France

**Communication Liason – Consultant**

*Apr '17 – Dec '17*

Purpose: Served as the primary liaison between UNESCO and the Saudi Permanent Delegation to facilitate communication, coordination, and alignment on peace, dialogue, and youth-focused initiatives.

- Acted as the focal point for communication between UNESCO, the Saudi Permanent Delegation, and the King Abdulaziz Center for National Dialogue to maintain the goals of transparent and effective communication and coordination
- Provided regular progress updates and compiled reports on Phase II of the Program that secures effective communications
- Coordinated preparations and PR activities for the Second International Conference on Youth Volunteering and Dialogue
- Supported the Intercultural Dialogue Team with drafting bilingual correspondence, translations in English and Arabic
- Supported the organization of intercultural dialogue initiatives through accurate communication and event management

Achievements:

- Successfully secured effective coordination and strengthened collaboration between UNESCO and Saudi stakeholders
- Successfully executed communication efforts that contributed to the successful delivery of Phase II Program achievements
- Played a key role in the smooth execution of the Second International Conference on Youth Volunteering and Dialogue at UNESCO Headquarters

Previous career roles:

**Interpreter**, Jun '11 – Jul '12, Alahsa Hospital

## EDUCATION

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- Master of Arts in English Literature, Indiana University of Pennsylvania, Indiana, PA, USA – 2016
- English Diploma, Gowergetown University, Washington D.C, USA – 2014
- English Diploma, Goerge Mason University, Fairfax, VA, USA – 2013
- Bachelor of Arts in English Language, King Faisal University, ALAhssa, KSA – 2011

## PROFESSIONAL CERTIFICATIONS, COURSES, & PROGRAMS

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- Women Leaders Program, Leading for Results, INSEAD
- CIPR Professional PR Diploma, CIPR Chartered Institute, In progress
- PMP Preparation Course
- Administrative Communication Skills
- Advanced Communication & PR Management
- Leadership and Management Skills
- The Art of Public Speaking (Spokesperson)