

# Fahad Mohammed Al-Shehri

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## Executive Summary

**Strategic Marketing & Communications Leader with 20+ years** across Saudi Arabia's government, Corporate, and PIF-linked sectors.

I combine multinational agency pedigree with in-house leadership roles where I've built brands, transformed communications, and aligned executive narratives with national vision and business strategy.

My expertise spans brand strategy, corporate positioning, stakeholder and government relations, internal communications, digital transformation, crisis and reputation management, and ESG storytelling. I've led large-scale campaigns, orchestrated multi-sector forums, and built high-performance teams that increased market visibility and engagement.

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## Professional Experience

### Chief Marketing & Communication Officer

**Mabaat, Riyadh** | May 2023 – Present

*Saudi Arabia's first and leading tech-enabled platform for short- and long-term rentals.*

- Managed and executed multi-channel media campaign exceeding SAR 60M, integrating digital and traditional platforms.
- Delivered double the targeted leads and revenue within half the expected time frame, significantly accelerating commercial growth.
- Led the complete rebranding of Mabaat, including new corporate identity, brand positioning, and communications strategy.

### Executive Director, Corporate Communications

**SPIMACO, Riyadh** | Sep 2021 – Feb 2023

*The region's largest pharmaceutical manufacturer; publicly listed and semi-government-owned.*

- Designed and launched a comprehensive communications strategy tied to corporate transformation, including stakeholder mapping and segmented targeted audience.
- Positioned executive leadership as national pharma advocates, securing roles in key regulatory and industry forums.
- Developed a five-year strategic communications roadmap aligned with SPIMACO's business vision and internal change management initiative.
- Built and implemented a crisis communication framework and real-time media monitoring system that navigated high-stakes reputation risks.

### **Director, Media & Communications**

**Hevolution Foundation, Riyadh** | Mar 2019 – Aug 2021

*Global longevity and biotech foundation under the patronage of His Royal Highness the Crown Prince of Saudi Arabia.*

- Established the media and communications function from the ground up, partnering with leadership to define brand identity and positioning.
- Developed and executed the foundation's global communications strategy, driving scientific credibility and international visibility.
- Launched the first Global Longevity Forum at FII, hosted under Royal Patronage and attended by global biotech and policy leaders.
- Introduced crisis protocols and global media monitoring systems, ensuring reputation resilience in high-profile scientific discourse.

### **Head of Corporate Communications**

**SIRC, Riyadh** | Jan 2017 – Feb 2019

*A wholly owned PIF subsidiary enabling the Kingdom's circular economy mandate.*

- Led the creation of SIRC's corporate brand identity and messaging strategy from inception.
- Designed and launched the company's first public awareness campaign promoting circular economy education and behavioral change.
- Developed stakeholder segmentation and engagement plans to support alignment with national policy and attract strategic partners.
- Integrated sustainability and communications to support the broader PIF environmental vision.

### **Director, Marketing, Communications & Sustainability**

**Nesma & Partners, Khobar** | Jun 2012 – Dec 2016

*One of the Kingdom's largest contractors, delivering NEOM, Red Sea, and major infrastructure projects.*

- Published Nesma's first-ever GRI-aligned Sustainability Report, setting a new ESG benchmark in the contracting sector.
- Launched "The Core," the largest internal comms campaign in company history, reaching over 60,000 employees across 12 cities.
- Led the full rebranding of the company, from visual identity to integrated communications planning.
- Drove alignment between corporate sustainability, communications, and executive leadership goals.

### **Corporate Communications Manager**

**ARASCO, Riyadh | Jun 2008 – May 2012**

*Saudi-based integrated food security enterprise with operations across feed, processing, and logistics.*

- Launched a unified corporate identity and brand architecture across B2B, B2C, and product verticals.
- Initiated the first national Media Agriculture Award to promote ARASCO's advocacy in food sustainability and sector thought leadership.
- Supported executive positioning through media, stakeholder outreach, and content development across agribusiness topics.

### **Account Executive**

**TRACCS / Fleishman Hillard, Jeddah | Jun 2004 – May 2008**

*Top global communications agency managing blue-chip and government clients in the GCC.*

- Managed client portfolios including PepsiCo, STC, Aramco, and Sadad, executing national PR campaigns with measurable impact.
  - Developed and delivered annual communications plans, ensuring alignment with client goals and brand strategies.
  - Executed media relations strategy's, event and forums, and managed content development.
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### **Education**

B.A./B.Sc., Business Administration, Lebanese American University, Lebanon

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### **Executive Programs**

- Advanced Management Program (AMP) / INSEAD
- Chief Marketing Officer Program / INSEAD
- Corporate Communication Strategy and crisis Management / INSEAD
- Strategic Finance for Executives / INSEAD
- Digital Transformation & innovation leadership / INSEAD
- Chat GPT Expert / Blockchain Council

### **Board & Advisory Roles**

- Advisory Board, International Public relation Association, London, UK
  - Board member, of Saudi Marketing Association, King Saud University
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### **Languages / Technical Proficiencies certifications**

- Fluent in English and Arabic
- SAP, Oracle, Power BI, Salesforce

[References upon request](#)