

Abdullah AlDamer

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Location: Riyadh, Saudi Arabia

EXECUTIVE SUMMARY

A strategic and performance-driven communications executive with over 20 years of leadership experience spanning corporate communications, stakeholder engagement, public and investor relations, business transformation, and corporate performance management. Recognized for shaping impactful narratives that influence perception, build trust, and align internal and external stakeholders with organizational goals. Skilled in integrating communication strategies with performance frameworks to support enterprise-wide initiatives, drive accountability, and enhance transparency. Proven ability to lead high-impact campaigns that align with national transformation agendas and elevate brand reputation through data-driven insights and digital engagement.

CORE COMPETENCIES

- Stakeholder Engagement & Alignment
 - Media & Public Relations
 - Investor Relations
 - Change & Transformation Communication
 - Government Affairs & Vision 2030 Alignment
 - Crisis Communication & Issues Management
 - Internal Communication & Culture Building
 - Customer Experience (CX) Strategy
 - Brand Strategy & Positioning
 - Corporate Performance Management
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PROFESSIONAL EXPERIENCE**Saudi Basic Industries Corporation (SABIC)**

Director, Strategic Partnerships & Performance Management

October 2018 – Present

- Spearheaded strategic communication for the Nusaned™ initiative, positioning SABIC as a key enabler of local content and Vision 2030.

- Directed stakeholder communications, including website content, digital portals, investor-facing messaging, and strategic media outreach.
- Embedded CX KPIs such as Net Promoter Score (NPS) and Customer Effort Score (CES) into investor engagement journeys.
- Acted as liaison with government entities, media, and cross-sector councils to ensure consistent messaging and alignment.
- Achievements: Supported over 255 industrial investments, SAR 27B in potential GDP contribution, and 30K+ job opportunities.

Monsha'at – General Authority for SMEs

Deputy Governor of Communications & Marketing

December 2017 – April 2018

- Developed and launched a nationwide communication strategy within 100 days.
- Elevated Monsha'at's profile through strategic media engagement, digital campaigns, and government partnerships.

Zain KSA

Various Leadership Roles

January 2007 – November 2017

Transformation Director (2017)

- Led internal communication during major transformation programs.
- Introduced performance dashboards and KPIs to track transformation outcomes.
- Managed change communication across business units to ensure alignment and transparency.

Director of Customer Experience (2012 – 2017)

- Founded the Customer Experience department and implemented governance frameworks and KPIs (NPS, CES).
- Created a company-wide customer journey map and aligned internal communication strategies.
- Ran awareness campaigns across digital, retail, IVR, and care touchpoints to drive a customer-centric culture.

Corporate Communications Director (2009 – 2012)

- Led corporate communication, brand strategy, internal comms, crisis management, and CSR.
- Served as the company spokesperson, handling media interactions and executive communications.
- Managed media agencies, branding firms, and PR partners for integrated campaigns.
- Chaired committees on crisis communication, marketing, branding, sponsorship, and social media.

Investor Relations Manager (2007 – 2009)

- Built and launched Zain’s investor communication and disclosure strategy.
- Managed IPO communication, financial reporting, and investor stakeholder engagement.
- Developed the company’s first investor relations website and quarterly earnings communication materials.

Key Achievements at Zain

- Led Zain’s brand evolution, IPO narrative, and transformation communication.
- Introduced industry-first CX metrics and internal campaigns.
- Strengthened stakeholder trust through transparent, consistent messaging.

Samba Financial Group

Key Account Manager

2005 – 2007

- Managed strategic accounts and developed marketing materials for financial services and products.
- Built strong customer engagement processes through relationship-focused communication.

EDUCATION

- B.S. in Business Administration (Marketing), Lebanese American University, 2005
- Marketing Studies, University of Nebraska at Omaha

CERTIFICATIONS & EXPERTISE

- Certified in Driving Corporate Performance ,Harvard Business School
 - Certified in Crisis Communication & Stakeholder Management
 - Expert in NPS, CES, Public Speaking, and Media Relations
 - Certified in International Protocol and Diplomacy
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LANGUAGES

- Arabic – Native
 - English – Fluent
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INTERESTS

- Horseback Riding
 - Camping and Adventure Travel
 - Communication Psychology
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REFERENCES

Available upon request