

Sumaiah Muteb Alharbi

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Profile Summary

Strategic business leader with over 14 years of progressive experience across business development, corporate communications, branding, marketing, stakeholder experience, financial literacy, public relations, and media.

Recognized for leading national and regional strategic initiatives, shaping organizational identity, driving transformation programs, and building impactful stakeholder ecosystems.

Proven track record in developing corporate identity and marketing strategies, managing product lifecycles, steering high-level communication during crises, and representing institutions at national and GCC levels.

Key Achievements

- Led a strategic GCC project for cross-border credit information exchange, a flagship initiative enhancing regional financial integration.
 - Acted as Chief for one year, successfully leading the organization through a critical transformation phase.
 - Member of the Arab Committee for Credit Information, contributing to policy harmonization, knowledge exchange, and representing Saudi Arabia regionally.
 - Authored and presented thought working sheets and studies on credit information and credit industry.
 - Co-developed and executed the organization's business strategy and integrated marketing & communication strategy, aligning with national financial sector goals.
 - Spearheaded the development and evolution of the corporate identity, including strategy, architecture, editorial voice, and visual guidelines.
 - Led financial and credit literacy programs targeting communities, consumers, and institutional stakeholders.
 - Oversaw stakeholder experience management, ensuring integrated engagement across consumers, partners, regulators, and employees.
 - Directed corporate communication channels development and governance to ensure consistent, impactful presence.
 - Led high-impact marketing campaigns and market research initiatives that supported product development, enhanced customer understanding, and strengthened corporate positioning.
 - Managed crisis communication efforts internally and externally, and served as an active member of the Corporate Crisis Committee, shaping institutional response frameworks.
 - Built and led strong PR and media relations strategies, serving as Editor-in-Chief and driving editorial excellence across corporate platforms.
 - Led the company's CSR initiatives, developing and implementing a comprehensive strategy that strengthened the company's societal impact and resulted in winning a prestigious CSR award.
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Work Experience

Head of Corporate Communication and Research - Editor -in-Chief

Saudi Credit Bureau (SIMAH)-

June 2022- Present

Corporate Communications

- Lead SIMAH's corporate communication, branding, marketing, research, and public relations functions in alignment with business development objectives.
- Develop and evolve the corporate identity strategy, ensuring consistency and alignment across all channels and touchpoints.
- Oversee official corporate channels, ensuring effective governance, engagement, and strategic impact.
- Drive stakeholder experience programs across consumers, partners, regulators, and internal audiences.
- Directed strategic marketing programs and campaigns targeting key customer segments to increase product adoption and awareness.
- Oversaw marketing research and competitive intelligence to support decision-making and product lifecycle management.
- Lead financial & credit literacy initiatives supporting national financial inclusion objectives.
- Manage crisis communication strategies and serve as an active member of the Crisis Committee.
- Represent the organization in major national, GCC, and media events.
- Promote SIMAH brand, build and maintain relationships with SIMAH stakeholders.
- Building and Intensifying SIMAH relationship with media local & international entities.
- Ensuring and guiding the thorough analysis of market data, competitor products and services,
- Providing control and supervision to ensure brand consistency and awareness.

Corporate Communication Manager

Saudi Credit Bureau (SIMAH)

Nov 2019 – June 2022

Communication:

- In charge of internal and external corporate communication, in terms of developing and executing communication and PR strategies to stimulate awareness,
- Creating key performance indicators by managing and analyzing ongoing reports of communication and marketing to metrics related to digital media platforms, PR, sales..etc, in order to apply the best practice to determine budget, events participations, campaigns, communication programs and initiatives.

Senior Communication Specialist

Saudi Credit Bureau (SIMAH)

Apr 2016 – Oct 2019

Setting and overseeing External & Internal communication implementation strategic plan, which includes content management (creation/publishing), supervising campaigns implementation, and managing & developing official channels (content, user experience).

Social Media Specialist

Saudi Credit Bureau (SIMAH)

Dec 2015 – Mar 2016

Managing social media platform, which includes customers' engagement, social media publishing planner, and implementing campaigns.

Editor

Saudi Credit Bureau (SIMAH)

Jan 2014 – Nov 2015

Editing, copy righting, proofreading (Company Magazine, Official Channels Content, Press Releases, Top management speeches).

Media Researcher

Saudi Credit Bureau (SIMAH)

May 2012 – Dec 2014

Researching, monitoring media and building relationships with Journalists and media representatives.

Arabic Teacher

Berlitz Center

Mar 2011 – Dec 2011

Taught Arabic language for foreigners.

Trainee

The Saudi Investment Bank

Jul 2010 – Aug 2010

Trained in finance and banking as part of the final graduation project for my SPD degree.

Education

(2001-2005): BA in Arabic Language & Literature from Princess Nora Bint Abdulrahman University in Riyadh

(2008-2010): Specialized Professional Diploma (SPD) from The Institute of finance in Riyadh. Major: Finance and Banking

Courses

- London Business School- Leadership
- SIMAH Leadership Program.
- Leaders Pioneers Program (Successors).
- Communication Marketing Certificate.
- Social Media Marketing Certificate.

- Money Laundering by the Institute of Banking.
- KATEB System Development program By King Abdulaziz City for Science & Technology.

Skills

- Excellent interpersonal communication skills.
- Coaching, Motivating, and Influencing.
- Managing Change/ Critical Thinking.
- Proactive Team Player.
- Excellent writing skills (creative & factual).
- Analytical knowledge.
- Creativity and innovation.
- Initiative & Dedicated.
- Capable of delivering quick solutions.
- Leadership skills.
- Adaptable to new environment and fast learner.

Conferences and Participations

- Financial infrastructure week 2015 in Istanbul for media coverage.
- Financial Sector Conference coverage.

Languages

Arabic: Native

English: Excellent