

Badr Alsair



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Saudi Arabia

OBJECTIVE

Dynamic and results-driven professional with an MBA in Finance and extensive experience in public relations, corporate social responsibility, executive management, and the banking sector. Skilled at leading strategic initiatives, managing high-level stakeholder relations, and implementing sustainability programs. Adept at driving organizational growth through policy development, CSR frameworks, and operational excellence. Passionate about building impactful strategies that align with corporate objectives and national vision.

EDUCATION

- **University of Scranton**
Master of Business Administration (MBA), Finance | 2014 – 2015
- **Widener University**
Bachelor of Business Administration (BBA), International Business | 2007 – 2011

EXPERIENCE

Ministry of Culture- Library Comissions

Head of Public Relations | May 2025 – Present

- Lead PR strategies to enhance the organization's public image and strengthen stakeholder relationships.
- Provided leadership and support during event planning and on-site execution, resolving issues and ensuring smooth operations.
- Built and maintained relationships with sponsors, partners, and stakeholders, ensuring deliverables were met and expectations exceeded.
- Develop and implement crisis communication plans to ensure business continuity.
- Manage media relations, press releases, and public events to promote government initiatives.

Saudi Arabian Military Industries (SAMI)

Public Relation & Corporate Social Responsibility Manager | Jan 2020 – Apr 2025

- Developed and executed comprehensive plans for events, including social media strategy, email campaigns, and influencer partnerships.
- Established the CSR department and developed company-wide CSR strategy, policies, and governance.
- Directed implementation of CSR programs focused on sustainability and social impact.
- Benchmarked CSR initiatives against industry best practices, introducing continuous improvements.
- Built strategic partnerships with stakeholders to reinforce SAMI's brand as a national defense leader.

Diriyah Gate Development Authority

Financial Assistant | May 2019 – Jan 2020

- Supported executive leadership in strategic planning and daily operations.
- Managed confidential communications and prepared high-level reports and presentations.
- Coordinated cross-functional projects ensuring timely execution and delivery.
- Oversaw scheduling, events, and protocol management for executive engagements.

King Faisal International Prize

Public Relations Manager | Feb 2017 – May 2019

- Directed the planning and seamless execution of high-profile events, including the prestigious King Faisal Prize under the patronage of the Custodian of the Two Holy Mosques, King Salman bin Abdulaziz Al Saud.
- Designed and delivered integrated marketing and digital media campaigns, encompassing budgeting, content strategy, and performance monitoring to maximize visibility and engagement.
- Authored press releases, coordinated media coverage, and prepared impactful keynote speeches to ensure clear and influential communication.
- Collaborated with the Board of Directors, stakeholders, and partner organizations to align initiatives with strategic objectives and enhance institutional presence.
- Strengthened the foundation's public image by proactively managing media relations, building trust, and reinforcing brand credibility.

Saudi Hollandi Bank

Marketing Specialist | Nov 2011 – Jun 2013

- Assessed risk exposure and supported transaction flows to ensure compliance and sound business banking operations.
- Partnered with cross-functional teams to structure tailored financial solutions and competitive sales propositions.
- Consistently achieved sales objectives by promoting a wide range of banking services and identifying opportunities for growth.
- Cultivated strong client relationships by engaging with new and prospective customers, enhancing trust and long-term partnerships.

SKILLS

Technical Skills:

- Public Relations & Communications.
- Corporate Social Responsibility (CSR).
- Event Planning Analysis.
- Strategic Planning.
- Stakeholder Engagement.
- Policy & Procedure Development.

Personal Skills:

- Leadership & Team Management.
- Problem Solving.
- Adaptability.
- Strategic Thinking.
- Effective Communication.
- Time Management.

LANGUAGES

- Arabic: Native.
- English: Professional.