



Hadi H. Alfakeeh

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Personal Details: Saudi /Married

Accomplished Journalist, Media/PR Expert, Administrator, and Strategist with 24+ years' experience in media, politics, operations and projects planning, implementation, and management.

Proven history of success in driving new initiatives and expediting ongoing projects by liaising with stakeholders across local and global centres. Recognized for introducing innovative initiatives that advanced the media industry in Saudi Arabia. Adept at developing and rolling out innovative projects to establish and manage government entities through digitalization and operational transformation. Offering subject-matter expertise in journalism, media, political analysis, research and development, and policy-making within Saudi culture. Highly capable of creating media policies, guidelines, and frameworks as per sector requirements. Refined communicator and public speaker with demonstrated ability to promote organizational image at conferences and events.

Areas of Expertise

- Journalism & Media Relations
- Political Analysis & Strategy Development
- Leadership & People Management
- Project Lifecycle Management
- Campaign Development & Launch
- Media Centre Management
- Policy Development & Implementation
- Public Speaking & Community Service
- Regulatory Compliance

Career Accomplishments

- Developed and executed the media presence of the program from scratch to publication in nine languages across most countries worldwide. Utilized diverse social media platforms, achieving an engagement reach of 400 million.
- Head of the Media Committee for the First Hajj and Umrah Exhibition and Conference, March 2022
- Travelled 10 trips as Press Secretary with H.E Eng. Khalid A. Al-Falih, Minister of Energy Industry and Mineral Resources, lobbying for OPEC and non/OPEC members' agreement.
- Delivered supervision to design, develop, and implement communication and marketing campaign for MBA programme 2018-2019, which resulted in increasing number of applicants by 400%.

Work Experience

- **Executive Director of Corporate Communications Saudi Venture Capital Company, 11/2025 – Present**

- **Communications Advisor, Saudi Venture Capital Company, 8-10/2025**

Senior Director of Media and PR, Saudi Vision 2030, Pilgrim Experience Program, 10/2020 – , 10/2025

- *Contributed to organizing 33 international visits (2022–2024) for H.E the Chairman of the Program Committee and senior leadership, effectively managing media engagements in each country while tailoring strategies to align with local cultural contexts.*
- *Enriching Muslims Pilgrims Journey Programme | Develop and present communication strategy to Saudi Vision 2030 Communication Committee, gaining approval for seamless implementation.*

Media and Communication Advisor - International Visits Committee of H.E the Chairman of Pilgrim Experience Program.

- *Providing monitoring and analysis of the media scene for each country individually, contributing to the media briefing for H.E the, presenting a communication plan and leading implementing it.*

Co-founder & Partner. Jummar Strategic Communications & PR Co. 10/2019 – Present

- *Contributed to the development of the company's concept, including defining its scope of work and target market during the initial stage, while assisting in building the structure and policies. Collaborated with the CEO to assemble a dedicated team and secure start-up capital. Played a key role in the second stage by working with the team to attract clients and devise a strategy to navigate the challenges of the COVID-19 pandemic, ultimately helping transition the company from losses to profitability.*

Committee Member, Preparatory Committee of The Premium Residency Centre at The Saudi Royal Court, 6/2019 – 1/2020

- Representative of the Minister of Media and co-leader of strategic communication strategy work team with associated media risk planning and management.

Board Member, Jeddah Disabled Sport Club, 10/2018 – 2022

- Established sports teams by liaising with Board of Directors, which opened doors for disabled girls to join. Contributed to raising funds as well as developing and approving budgets.

Career Experience

Advisor to H.E the Minister

9/2018 – 9/2019

Ministry of Media, Riyadh, Saudi Arabia

Oversaw and optimized operational activities as part of the International Media Monitoring and Analysis Centre initiative, ensuring efficient workflows and accurate reporting.

- Actively contributed to mitigating challenges and resolving issues as a member of the Communication Crisis Committee, demonstrating strategic problem-solving and crisis management skills.

Head of Marketing and Communication Department

2018

Prince Mohammad Bin Salman College of Business & Entrepreneurship, King Abdullah Economic City, Saudi Arabia

Directed development of MarCom strategy with associated plan in house. Conceptualised and guided short films series “MY Experience at MBSC”, which improved college image. Organised college’s participation in activities of HRH Crown Prince to Boston, US.

- Recognised for building prestigious image of MBSC.
- Delivered leadership and support to organise signing ceremony of agreement between MBSC and French INSEAD College as part of HRH Crown Prince’s visit to France.
- Fostered and strengthened relationships between professors and employees as well as international community.

Media and Communication Consultant

2017

Ministry of Energy, Industry and Mineral Resources, Riyadh, Saudi Arabia

Facilitated the Minister as an Advisor on day-to-day activities such as overseeing urgent issues, writing media lines, and producing strategic initiatives for national/international audiences. Delivered robust media plans and expedite execution across the Ministry in liaison with external organisations, namely Saudi Aramco. Accelerated Saudi Energy Price Reform Programme as Director of Media Campaign.

- Built communication and public relations team, while directing five campaigns as well as operations of media centre; supporting Minister of Energy and OPEC+ as Press Secretary.
- Served as Director of Media Campaign (4/2017) that announced initiatives regarding ecosystem of energy, industry, and mineral resources in national transformation programme 2020.
- Coordinated and Saudi Arabia Renewable Energy Investment Forum in 4/2017.

Media and Communication Consultant

6/2011 – 12/2016

Saudi Arabian Cultural Mission (SACM) to The United States, Washington, DC

Produced SACM’s strategic communication plan, which supported in developing relationships among SACM, students, and Saudi media; plan gained adoption in 10/2011 after modification. Supervised media Centre for graduation ceremony of Saudi students in US, 2012, 2013, 2014, and 2015.

- Promoted SACM image by drafting and distributing news in Arabic to Saudi media.
- Conceptualised, developed, and presented the idea of honouring outstanding students’ programme for top 10 US universities’ Saudi students along with students from other school demonstrating innovation of publishing reviewed students; programme gained approval for the third time and circulation from Saudi Ministry of Education to Saudi Cultural Missions worldwide.
- Served as Media Advisor for Saudi Cultural Attaché in Washington, leading media work on attaché and on achievements of students, establishing attaché’s accounts on social media, and heading media centre for four graduation ceremonies and job fairs in Washington.

12/2008 – 05/2011

Managing Editor | Weekly Columnist,

Okaz Newspaper for Press and E-Newspaper, Jeddah, Saudi Arabia

- Supervised international and local offices, effectively managing a global team of 320 employees to ensure seamless operations across multiple regions.
- Spearheaded the newspaper’s development, leading its digital transformation and driving innovation to enhance its reach and engagement in the modern media landscape.

07/2007 – 11/2008

Director of Media Affairs,

King Abdul Aziz and His Companions Organization for Giftedness and Creativity (MAWHIBA), Riyadh, Saudi Arabia,

- Led media campaigns to promote awareness and foster a culture of talent and scientific creativity.
- Served as Head of the Media Center for the Talent and Creativity Conference and Exhibition, March 2008, overseeing all media-related activities and ensuring impactful communication strategies

12/2004 – 11/2008

Journalist and Columnist (Part-Time)

Al-Hayat International Newspaper, Jeddah, Najran and Riyadh, Saudi Arabia

- Authored articles with an international perspective on events in Saudi Arabia, with a particular focus on geopolitical topics.
- Collaborated with the founding team to establish the Saudi edition of the newspaper, contributing to its launch and development with strategic planning and content creation.

12/2007 – 11/2008

Producer and Correspondent, (Part-Time)

Al-Arabiya TV Channel, Riyadh, Saudi Arabia,

- Produced weekly political and social reports, including notable coverage of George W. Bush's visit towards the end of his presidency, delivering in-depth analysis and insights.
- Authored a report on golf and polo in Saudi that was recognized as one of the top 10 reports of the "Mahatat" program in 2008, showcasing exceptional storytelling and analytical skills.

09/2007 – 12/2004

Journalist

Al-Eqtisadiyah & Arab News Newspapers. Jeddah, Saudi Arabia

- Progressed from a local and economic news correspondent to an editor at the regional headquarters in Jeddah for two newspapers within 18 months, demonstrating rapid professional growth and editorial expertise.
- Covered critical assignments, including the Rift Valley Fever outbreak.
- Provided comprehensive coverage of the Jeddah Economic Forum for three consecutive years, featuring insights and discussions with global leaders in politics and economics

Education

- **Master of Science in Organizational Leadership (Focused studies on strategic communication),** Shenandoah University, Winchester, VA, USA, 2014
- **Bachelor of Fine Arts in Education,** Al-Qunfudah City Teachers College, Makkah, Saudi Arabia. 2003

Certifications

Certificate in Social Responsibility, International Institute for Industry Environment Economics

Lund University, Sweden – Implemented in Jeddah City, Makkah Region, Saudi Arabia, Dec 2010

Certificate in Strategic Communication in Digital Age, The George Washington University, Washington, DC, Feb 2015

Certificate in Media Interview Training, International School of Communication London, UK, Sep 2019

Certificate in High Impact Leadership Program, IE Business School, Madrid, Spain, Jan 2023

Certificate, Marketing Strategy in a Digital World, National University of Singapore, Singapore, Dec 2023

Certificate in Strategic Business Communication: Impact Through Influence, Duke University, Durham, NC, Oct 2024

Honours & Awards

Member, Saudi Youth and Opportunities in Vision 2030 Forum Committee, King Salman Youth Centre, 05/2017

Member, Media Committee of Jeddah Energy Meeting, 6/2006

Member, Media Committee of King Abdullah Award for Translation, 4/2007