

EXPERIENCE ACWA POWER***Vice President, Global Head of Marketing & Corporate Communications***

- Head the company's Brand, Marketing and Communications strategy in all countries the company operates in across Saudi Arabia, the Middle East, Africa, Central Asia, and Southeast Asia.
- Lead a global team of Marketing & Corporate Communications professionals across Brand, Creative, Content, Digital Marketing, Social Media, External Communications, Media Relations, Events, Sponsorships and Protocol.

ENERGY SOLUTIONS COMPANY, A PIF PORTFOLIO COMPANY***Executive Vice President, Chief Marketing & Communications Officer (March 2024 - April 2025)***

- Head all aspects of the Marketing and Corporate Communications strategy for the global brand and launch of Energy Solutions Company, a fully owned subsidiary of the Public Investment Fund (PIF) of the Kingdom of Saudi Arabia in the Energy, Utilities and Renewables sector.
- Member of the C-suite and senior executive leadership team, reporting to the CEO.

ABB***Vice President, Corporate Communications, Marketing & Public Affairs (February 2018 - March 2024)***

- Head Corporate Communications, Marketing & Public Affairs for ABB in Saudi Arabia - member of the executive leadership team and spokesperson.
- Responsible for defining the strategic direction and positioning of the ABB brand in the Kingdom.
- Lead ABB's positioning as the title partner of the ABB FIA Formula E World Championship since the inaugural race in Season 5 (2018) in Diriyah, Saudi Arabia for five consecutive years till date.

ACCENTURE***Director, Marketing & Communications, Saudi Arabia (September 2016 - December 2017)***

- Head Marketing and Communications for Accenture in Saudi Arabia.

IBM***Head of Marketing & Communications, Saudi Arabia (April 2015 - September 2016)***

- Head Marketing and Communications for IBM in Saudi Arabia across all portfolios and divisions.

Head of Marketing & Communications, IBM Mobily Alliance (May 2013 - April 2015)

- Head the Alliance Marketing and Communications in IBM's Global Technology Services business.

SIEMENS***Country Communications Manager (2009-2013)***

- Managed and consulted Siemens Saudi Arabia for Sectors Industry, Energy, Infrastructure & Cities, and Healthcare with responsibility in all marketing & communications topics, planning, events, press, media activities, film, employee communication, corporate branding and digital.

IBM

Marketing & Communications Executive (2005-2008)

- Enhanced local IBM brand image in Saudi Arabia via IBM road shows. Total attendance increased by 45% and customer ratings increased by 30% over 3 years. Increased regional media coverage for local IBM activities, events and customer success stories.
- Implemented the first two IBM software training courses for 18 academic faculty in country's largest university as the IBM Academic Initiative country team leader.
- Organized and attended IBM sales achievement conventions in South Africa, Brazil and Australia with attendance of approximately 100 employees in each location.

UNILEVER

Assistant Brand Manager (2004-2005)

- Brand management in the largest marketing division in Saudi Arabia with the Lipton and Knorr brands. Annual sales over \$120 million.

Systems Analyst (2004)

- Computerized company fixed assets to a customized software and converted Lotus spreadsheets and WordPro documents to MS Office format by programming macros in Visual Basic.

EDUCATION BOSTON UNIVERSITY GRADUATE SCHOOL OF MANAGEMENT

Master of Business Administration (MBA), **2009**

Concentrations: Marketing, Strategy, General Management

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA)

Bachelor of Science (B.S.) Computer Science, **2003**

TRAINING Harvard - ABB Ignite Advanced Leadership Development, 2022

AWARDS Granted the Saudi Arabia Premium Residency under the Special Talent category, 2025