

ABDULAZIZ ALFURAIH

STRATEGIC COMMUNICATIONS EXECUTIVE | OFFICIAL SPOKESPERSON

Government & Corporate Communications | Reputation | Media Leadership

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EXECUTIVE PROFILE

Strategic communications executive and official spokesperson with more than 20 years of experience spanning government and corporate communications, media relations, public engagement, journalism, broadcasting and film. Established and leads the Marketing and Communications sector at King Abdulaziz Royal Reserve Development Authority, shaping strategy, institutional voice, reputation and digital presence. Combines strategic judgement, editorial rigour and visual storytelling to translate organisational priorities into clear, credible communication and public value.

CORE EXPERTISE

Strategic Communications	Government Communications	Official Spokesperson
Media Relations	Reputation & Crisis Communications	Executive Communications
Stakeholder Engagement	Digital & Content Strategy	Corporate Identity
Internal Communications	Events & Protocol	Team, Budget & Project Leadership

LEADERSHIP EXPERIENCE

KING ABDULAZIZ ROYAL RESERVE DEVELOPMENT AUTHORITY

RIYADH, SAUDI ARABIA

Director of Media, Communication and Public Relations | October 2021 - Present

Concurrent appointment: Official Spokesperson | September 2022 - Present

- Established the Authority's Marketing and Communications sector from the ground up, defining its organisational structure, operating model and strategic direction, and launching its corporate identity, official media presence and digital channels.
- Developed the corporate communications strategy and translated it into annual plans and measurable performance indicators aligned with the Authority's wider strategy.
- Lead four functions spanning Media, Communications and Public Relations; Marketing; Events; and Community Engagement and Volunteering, with responsibility for internal communication and community service.
- Serve as the Authority's Official Spokesperson and primary media representative, delivering official statements and communicating initiatives across print, broadcast and digital platforms.
- Direct institutional communications across traditional and digital media, including annual reports, publications, books, media projects and digital platforms, while leading media crisis management and strengthening institutional reputation.
- Oversee local and international exhibitions, stakeholder engagement, executive protocol, high-level visits, and community and volunteering initiatives; represent the Authority at external forums, support the CEO's official engagements, and manage teams, projects and budgets.

SAUDI ROYAL COURT

RIYADH, SAUDI ARABIA

Editorial Manager | September 2019 - September 2021

Led specialised editorial projects spanning research, information analysis and strategic content development, working with designers and subject-matter experts to turn complex information into accurate, visually compelling materials.

External Production Manager | September 2018 - September 2019

Led external production across content ideation, creative strategy, production planning, visual direction, location scouting and multidisciplinary teams, delivering high-impact media aligned with organisational priorities.

■ EARLIER MEDIA, FILM & BROADCASTING EXPERIENCE

JUN - OCT 2018

Rotana Media Group / Film Critic, Sayidaty - Rotana TV

Appeared weekly as a guest film critic, reviewing new releases and discussing storytelling, performance and cinematic technique.

JAN 2017 - SEP 2018

ASF Productions / Founder & General Manager

Founded and led a visual and audio production company, directing commercial, corporate and creative work from concept through final delivery.

OCT - DEC 2017

Saudi Broadcasting Authority / Broadcast Quality Consultant

Evaluated television programmes across editorial and production quality and delivered analytical reports and recommendations to channel management.

MAR 2014 - SEP 2017

AMO Films / Independent Film Director & Producer

Developed documentaries, commercial films and branded content with international teams across the UK, UAE, India, the Philippines and Saudi Arabia.

DEC 2014 - SEP 2015

Middle East Broadcasting Center (MBC) / Television Director

Directed reports, documentaries and special features for MBC news and current-affairs programmes across development, filming and post-production.

SEP 2006 - APR 2009

Saudi Broadcasting Authority / TV Reporter & Researcher

Produced and presented reports, researched stories, conducted interviews and covered major cultural, economic and public-affairs events for Saudi TV Channel 1.

FEB 2005 - JAN 2006

Saudi Broadcasting Authority / TV Assistant Director

Supported historical documentary productions across archival research, script development, production coordination and post-production.

■ EDUCATION

Master of Arts (MA), Film

Middlesex University | 2015 - 2016

BA (Hons), Television Production

Middlesex University | 2011 - 2014

Foundation Diploma, Art & Design - Film Pathway

Arts University Bournemouth | Sep 2010 - Jan 2011

Diploma, Art and Design

Coventry University | Jan - May 2011

■ SELECTED EXECUTIVE DEVELOPMENT

Driving Strategic Innovation

IMD, Lausanne | 2024

Public Relations Managers and Spokespersons

EuroMaTech, Dubai | 2022

Governance, Risk and Compliance Framework

EY, Riyadh | 2022

Business Etiquette and Code of Conduct

LEORON, Riyadh | 2022

■ SELECTED RECOGNITION

Saudi Film Festival

Best Film, Best Director & Best Cinematography | 2016

International Children's Rights Film Festival (UNICEF)

Official Selection | 2017

Sharjah International Children's Film Festival

Official Selection | 2017

Riyadh Short Film Competition

Honouring Award | 2017

Middlesex University

Audience Award for Best Film | 2014

Nasser Bin Hamad Bahrain Award

Best Film | 2014

■ PROFESSIONAL AFFILIATIONS

Member

Saudi Journalists Club in the UK | Since 2010

Founding Member

Saudi Film Committee | 2015

■ LANGUAGES

Arabic - Native | English - Advanced