

RAMI MISHLAWI

Business Development · Marketing Strategy · Corporate Communications

20+ Years · Saudi Arabia · Construction, Insurance, Technology & Communications

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American / Lebanese National

PROFILE

A senior commercial leader with 20+ years of experience across construction, building materials, insurance, technology, and communications in Saudi Arabia. Combines institutional discipline, systems thinking, and AI-powered digital capability in large-scale operational environments. Recognized for bridging commercial strategy with creative execution at the highest corporate levels.

CORE COMPETENCIES

Business Development · Partnerships & Alliances · Proposal Writing · Lead Generation · Market Expansion · Client Relationship Management · Brand Strategy · Marketing Campaigns · Digital Marketing · AI-Assisted Content Creation · Event Management · Market Research · KPI Reporting & Analytics · Corporate Communications · Stakeholder Engagement · Budget Management · Team Leadership

PROFESSIONAL EXPERIENCE

Business Development, Strategy & Marketing Manager

Al Mardoof Co. & Group Subsidiaries — Construction · Medina, KSA | May 2024 – Present

- **Led end-to-end business development, partnership development, and proposal optimisation** across group subsidiaries, delivering a 35% improvement in BD performance through structured pipeline and commercial frameworks.
- **Drove organisation-wide marketing and digital initiatives that lifted digital brand engagement 140%**, overseeing brand strategy, content strategy, and multi-channel deployment across group entities.
- **Conceptualized, scripted, and produced AI-powered video content** for campaigns, project showcases, corporate communications, and workforce training.
- **Developed and deployed C-suite KPI dashboards and competitive-intelligence frameworks**, enabling 25%+ faster strategic decisions.
- **Unified marketing, BD, and corporate communications into a single group-level function**; introduced structured proposal libraries, bid templates, and go/no-go criteria that accelerated turnaround on major tenders.

Marketing & Business Development Manager

A1 Communication Agency — Multi-Sector Portfolio · Riyadh, KSA | Dec 2018 – Dec 2023

- **Managed 58+ commercial proposals annually**, introducing optimisation frameworks that improved win ratio 26% through disciplined process design and stakeholder alignment.
- **Generated sustained 15% annual revenue growth** through structured portfolio management, client-retention frameworks, and disciplined performance tracking.
- **Directed simultaneous campaign delivery, event management, and client-activation programs** across construction, financial services, and technology sectors.
- **Standardized client onboarding, reporting, and quality-assurance processes**, strengthening retention and cross-sell across the multi-sector book.

Corporate Marketing Manager

Brands Marketing Co. — Technology & Education · Riyadh, KSA | Jan 2016 – Nov 2018

- **Built a network of 10+ university and school partnerships**, driving a 45% increase in e-learning platform adoption through structured relationship frameworks.
- **Achieved consistent 7.6% quarterly growth**, contributing SAR 3.5M+ in incremental annual revenue through structured performance management.
- **Coordinated go-to-market for new digital-learning products**, aligning marketing, sales, and product roadmaps around institutional adoption.

Sales & Marketing Manager

Al Ohadieh Co. — Building Materials (Ready-Mix) · Jeddah, KSA | Dec 2012 – Dec 2015

- **Managed a SAR 60M+ construction-materials portfolio** across the Western Region, expanding regional market share 5–10%.
- **Built structured CRM and pipeline-management systems**, growing the qualified-lead pipeline 50% and improving conversion rates 18%.
- **Strengthened contractor and consultant relationships** across major Western-Region construction and infrastructure projects.

Head of Corporate Communications

Naqua Group — Aquaculture & Hospitality · Jeddah, KSA | Dec 2010 – Nov 2012

- **Developed and executed an enterprise communications strategy across 2,500+ employees**, building internal frameworks that improved engagement scores 40%.
- **Managed media and PR-agency relationships** across regional and international outlets, increasing organisational media exposure 35%.
- **Delivered CSR programs benefiting 1,500+ individuals** and strengthened credibility through executive messaging, media planning, and institutional presentation design.
- **Standardized executive presentations, corporate profiles, and institutional collateral** across domestic and international operations.

Corporate Communications Manager

Medgulf Insurance & Reinsurance Co. — Insurance · Riyadh, KSA | Feb 1998 – Dec 2010

- **Built and led the corporate communications function** inside one of the Kingdom's most compliance-driven regulated institutions — developing governance frameworks, regulatory reporting, and board-level communications.
- **Pioneered corporate video production and executive presentation design**, establishing a visual-communications standard rare in Saudi corporate environments of that era.
- **Oversaw SAR 10M+ annual communications and marketing budgets**, improving cost efficiency 20% through disciplined planning and rigorous vendor governance.
- **Led PR across 12+ major product launches**, managing 200+ media interactions with national and regional outlets.
- **Elevated brand visibility 70% and recognition metrics 35%** across a sustained 12-year tenure.

CAREER HIGHLIGHTS

- **20+ years of senior commercial leadership** spanning construction, building materials, insurance, technology, and communications across Saudi Arabia.
- **Led business development, marketing, and corporate-systems functions at group level** for one of Saudi Arabia's established construction conglomerates.
- **Built and led the corporate communications function** across a 12-year tenure at a leading regulated insurance institution.
- **Early adopter of AI-powered content and video production**, embedding modern digital capability into large-scale corporate environments.
- **Consistent record of revenue growth, pipeline expansion, and brand authority** across every sector and mandate held.

EDUCATION

BSc, Business Management — State University of New York, United States (1994 – 1997)

Associate, Business Administration — Northern Virginia College, United States (1991 – 1993)

Diploma, High School — Fairfax High School, United States (1987 – 1990)

SOFTWARE & TOOLS

AI & Production: AI Video Production · AI Media Platforms · Claude AI · ChatGPT · DeepSeek · GPT-2 · Z.ai. **Office & Digital:** MS Office Suite · Digital Content & Social Media · Buffer · Metricool · **Systems & Platforms:** CRM & ERP Systems · KPI Dashboards & Reporting · GPS Fleet Management.

LANGUAGES

Arabic (Native) · **English** (Professional Working Proficiency)