



Dr. OQBA AL ALI (PhD)

Executive Director

CONTACT



+966 50 494 8120



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PROFIL

My professional career includes extensive hands-on practical experience in management, business, public relations and event industry for more 22 years. I'll utilize my rich academic and practical background to improve and develop Business. I have a high qualification (PhD), have book and scientific articles published and Conferences Participation.



MEMBERSHIPS



Egyptian Public Relations
Association



Bahrain Public Relations
Association



Saudi Association for Media
& Communication



International Association
of Arab Academicians



ARID Scientific LTD

My responsibilities:

- Lead team and collaborate effectively with internal and external stakeholders to ensure seamless and efficient plan execution.
- Market Awareness and profound understanding of Saudi market and competitive landscape, issues predicting and capitalize on new opportunities.
- Creating and implementing strategies, campaign and programs.
- Budget management and financial reporting and ensuring financial prudence.
- Coordinating with media agencies and handling media relations
- Lead the planning and execution of events, overseeing all phases from concept to successful completion.
- Achieve / Performance Evaluation (KPIs) and continuous enhancement.
- Experience and skills in Customer Relationship Management (CRM) and Project Management professional (PMP)
- Experience and skill in training of PR, Communication & Events Planning.
- Ability to address knowledge gaps for self and team.



EDUCATION



• **PhD** of in **Public Relations & Communication**
Omdurman Islamic University, *Khartoum, Sudan*

• **Master** of in **Public Relations & Communication**
Omdurman Islamic University, *Khartoum, Sudan*



• Postgraduate **Diploma** in Population **Economics**
University of Aleppo, *Aleppo, Syria*

• **Bachelor** in **Business Administration**
University of Aleppo, *Aleppo, Syria*



WORK EXPERIENCE



Executive Director at Sumou International Company “Event management”
Bahrain & Saudi Arabia (2011 - Present)



Public Relations Director at Shumua Alamal
Saudi Arabia (2009- 2011)



Project Manager at Dhahran Expo
Saudi Arabia (2004 - 2009)



Customer Relationship Management (CRM) Director at Ali Hassan Al Dahan & Partner Co. Ltd.
Saudi Arabia (2000 - 2004)



TRAINING EXPERIENCE

- Training in **Event Managemen**
- Training in **Public Relations & Communication**



LANGUAGES

Arabic



English



SKILLS



Leadership



Analytical Skills



Communication



Teamwork



Problem Solving



Organization



Negotiation & Persuasion



Self-Confidence



Perseverance & Motivation



Resilience

ACHIEVEMENTS

PROJECTS	DATE	CITY	OWNER
10 th Disability Conference	Apr 2010	Dammam	 Gulf Disability Society
Hayatk Ghalia Festival	Jul 2011	Khobar	 Wud Charity Foundation
7 th Saudi GIS Symposium	May 2012	Khobar	 Governor of Eastern region
Maritime Exhibitions	Sep 2012		 Royal Saudi Naval Forces
4 th SFPE – SAC Conference & Exhibition	Nov 2012	Dammam	 Saudi Aramco & Society of Fire Protection Engineers
8 th Saudi GIS Symposium	May 2013	Khobar	 Governor of Eastern region
5 th SFPE – SAC Conference & Exhibition	Sep 2014	Khobar	 Saudi Aramco & Society of Fire Protection Engineers
9 th Saudi GIS Symposium	April 2014	Khobar	 Governor of Eastern region
13 th Environmental Health Conference	Jan 2015	Dammam	 Eastern Region Municipality
1 st National Con. for Prep Year	April 2015	Dammam	 University of Dammam
10 th Saudi GIS Symposium	May 2015	Dammam	 University of Dammam
Women Development Forum	Sep 2015	Khobar	 Social Development Committee
Operation & Maintenance Day	Oct 2015	Jubail	 Saline Water Conversion Corporation
5 th Spine Update Conference	Dec 2015	Khobar	 University of Dammam
Saudi Arabia Toastmasters Annual Contests (SATAC)	April 2016	Dammam	 Toastmasters
11 th Saudi GIS Symposium	April 2017	Dammam	 Imam Abdulrahman Bin Faisal University
Maritime Exhibitions	Nov 2017	Riyadh	 Royal Saudi Naval Forces
12 th Saudi GIS Symposium	April 2018	Dammam	 Imam Abdulrahman Bin Faisal University
Maritime Exhibitions	Nov 2018	Riyadh	 Royal Saudi Naval Forces
Project Management Symposium	Dec 2018	Riyadh	 Saudi Aramco & PMI – KSA
13 th Saudi GIS Symposium	April 2019	Dammam	 Imam Abdulrahman Bin Faisal University
Operation Day	Oct 2019	Dammam	 Schlumberger
WPHSE Conference & Exhibition	Oct 2019	Dammam	 Saudi Aramco & Institution of Occupational Safety and Health
Saudi Aramco 2019 Quality Forum and Excellence Awards	Dec 2019	Dammam	 Saudi Aramco
Eid Party Support	May 2021	Riyadh	 STC



MY PUBLICATIONS



BOOKS



“Public Relations, Theories & Practices”

King Fahd National Library, Saudi Arabia, No. 1441/12735, 2020



ARTICLES

Journal



“Public Relations, Theories & Practices”

Journal of Public Relations Research Middle East, Egypt, 30pp, 2020



“The role of public relations in flights company development”

Humanitarian and Natural Sciences Journal, HNSJ ISSN (e) 2709-0833
Egypt, 2023, vol. 5 No. 4



“Negotiation skills, Between experience and capabilities”

ARID International Journal of Media Studies and Communication Sciences,
Malaysia, 5pp, 2022



“The Role of Social Media Platforms in Shaping the Culture of teenagers”

Humanitarian and Natural Sciences Journal, HNSJ ISSN (e) 2709-0833
Egypt, 2023, vol. 5 No. 4



“The effectiveness of electronic journalism in educating university students”

Afro Asian Scientific Journal for Humanitarian Sciences
Egypt, 2023, vol. 1 No. 1



SPEAKING @ CONFERENCES

- 13th Arab Gulf Forum for Public Relations Practitioners

29-30 June 2022, Bahrain

Paper Title: **Audience wining tools**



- The Comprehensive Concept Conference Of PR In The Light Of Modern Administrative Thought

22-26 Nov. 2020, Istanbul

Paper Title: **Digital Public Relations**



- The Arab public relations forum

17-19 Dec. 2018, Egypt

Paper Title: **Sustainability and Public Relations**





VOLUNTEERING



جامعة الإمام عبد الرحمن بن فيصل
IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY



RECOMMENDATION



Prof. Abdullah Alkadi

V P of Imam Abdulrahman Bin Faisal University, Saudi arabia

"Oqba worked with me for more than eight years. I highly recommend his expertise to any person. He has several qualities, one is the ability to tackle any problem with a warm smile".



Advisor Eng.. Talaat Al-Rahali

Advisor to the National Center for Metrology and Calibration - Saudi Organization for Standardization, Metrology and Quality, Saudi arabia

"To Whom It May Concern, we testify that the fellow brother Dr. Oqba Al-Ali

We worked closely with each other in a number of national events at the level of the Eastern Province Emirate and Imam Abdul Rahman bin Faisal University

We also commend the capabilities of Dr. Oqba Al-Ali in carrying out all the work entrusted to him, and we affirm his excellence and his professionalism in his performance, distinction and perfection In it, we determine discipline, seriousness at work, the ability to innovate, tact in communicating with others, and cooperation in working within one team. We ask God Almighty to grant us success and repayment".



AHMED AL MULHIM

Project Management Specialist at Aramco, Saudi Arabia

"I worked with Oqba during Saudi Aramco Quality Forum. It was a wonderful experience and came in a very professional way, the feedback is excellent"



Dr. Fathi Dwaik

GIS Analyst GIS Analyst, USA

"I worked closely with Dr. Al-Ali on organizing the annual GIS Symposium for several years.

Dr. Al-Ali proved to have effective leadership skills in managing people while being very kind and humble".



Dr. Saadi Adra

Professional Services & Capacity Building Expert | Award Winner, Lebanon

"I worked with Dr. Oqba as he was conference organizer in KSA and his collaboration, commitment, rapidness, thoroughness and compassion outstanding. Issues will happen on large events, but his readiness and agility, with his professional team we are able to solve all issues, and had an amazing 600+ participants with lasting impact event. I do recommend hiring Dr. Oqba for your ventures".