

Ali AlSadah

Senior Marketing Executive | Digital Transformation Specialist | OCM Consultant

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EXECUTIVE SUMMARY

Strategic professional specializing in Digital Transformation and Organizational Change Management (OCM) for industrial sectors. Expert in bridging the gap between complex technical operations and user adoption through high impact communication and brand architecture. Proven track record at SASREF in humanizing technology (AI, RPA) to drive organizational shift and measurable business value. Dedicated to ensuring technical innovation is met with high user trust and seamless cultural integration.

PROFESSIONAL EXPERIENCE

IT Belt: Saudi Aramco Jubail Refinery Company (SASREF)

Digital Transformation Specialist | July 2025 : Present

- Driving creative communication strategies for IT initiatives, translating technical projects into engaging narratives for the workforce.
- Conceptualized and designed visual identities for SASREF's RPA Avatar series and SASREF Interactive AI Robot which was presented during International Downstream Conference and Exhibition.
- Facilitating early-stage development of Low-Code No-Code initiatives (Fikra portal, PR Channel) and strategic corporate website enhancement and redesign initiative.
- Managing end-to-end production of IT media campaigns, technical copywriting, and interactive UX content for exhibitions and internal marketing events.

Wipro Limited : Saudi Aramco Jubail Refinery Company (SASREF)

OCM Consultant | January 2024 : July 2025

- Architected and executed SASREF Digital Transformation conference and exhibition, AIM: The Digital Shift, as the sole strategic and creative lead, delivering end-to-end digital engineering, interactive UX, and cinematic production that transformed an internal IT initiative into a landmark corporate event.
- Established visual and narrative identities for digital transformation initiatives, securing leadership buy-in through high-stakes multimedia assets.
- Engineered executive-level presentations and video content to facilitate stakeholder alignment during critical technology rollouts.

Saudi Vetonit Company Limited (Saveto Group)

Marketing Executive | July 2023 : July 2024

- Managed brand integrity and color consistency for external packaging by conducting quality checks with global suppliers.
- Optimized supply chain for marketing collateral and trade displays to maximize retail visibility and sales alignment.
- Conducted market research at trade shows to identify strategic brand placement opportunities and competitor trends.

Construction Solutions for Consultancy and Geodetic Services (Al-Hoty Group Subsidiary)

Head of Marketing & Technical Team | October 2022 : July 2023

- Selected to lead founding marketing and technical departments following success at the parent group.
- Spearheaded end-to-end corporate identity design, logo architecture, and authored the technical company profile.
- Directed complete social media strategy and acted as official brand ambassador at key regional exhibitions.

Al-Hoty Group of Companies (AHG)

Graphic Designer | October 2020 : October 2022

- Dual-role in graphic design and marketing strategy, leading to successful industrial advertising campaigns.
- Partnered with engineering teams to prototype visual solutions and documented company milestones via professional media.

EARLY CAREER & INTERNSHIPS

- Brash Brands (Dubai): Brand Strategy Intern | Market research & brand positioning for high-profile clients.
- Saudi Aramco: HR Solutions & OpEx Intern | Process optimization using FMEA & Cause-Effect analysis.
- EF Education First: Sales & Client Relations | Executed consultative sales for international programs.

CORE COMPETENCIES

- Change Management: OCM Strategy, Stakeholder Engagement, Strategic Storytelling.
- Digital Transformation: RPA Adoption, Low-Code/No-Code, UX Architecture.
- Creative Tech: Brand Architecture, Adobe Creative Suite, Cinema 4D (C4D), Content Strategy.

EDUCATION & CERTIFICATIONS

B.S. in MIS: Prince Mohammad Bin Fahd University (GPA: 3.83/4.0).

Certified Drone Operator (GACA) | Graphic Design Diploma (Inspime).

LANGUAGES

Arabic: Native | English: Professional Fluency