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EDUCATION

UNIVERSITY OF MELBOURNE, MELBOURNE BUSINESS SCHOOL Melbourne, Australia

Master of Marketing

Aug 2014– Apr 2015

- John Clemenger Memorial Scholarship Award for Marketing Excellence at Melbourne Business School
- Leadership member of Marketing Association at Melbourne Business School

UNIVERSITY OF MELBOURNE, MELBOURNE BUSINESS SCHOOL Melbourne, Australia

Master of Business Administration

Aug 2013– Aug 2014

- President: Net Impact Club- MBS Chapter. (Net Impact is a leading Not for Profit with 60,000 student and professional leaders around the world aiming to create social and environmental change.)
- Co- Founder: Edvocate Group (student group seeking to raise awareness and drive action within the Business School on global issues regarding access to education)

University of Colorado, Boulder

Boulder, Colorado

Bachelor of Science in Mechanical Engineering,

Jan 2008 – Dec 2009

Minor in Business Administration

- GPA: 3.50, Minor GPA: 3.77
- 2nd Place in Undergraduate Business Plan Competition

Michigan State University

East Lansing, Michigan

Entry-Level Engineering

Jan 2006– Dec 2007

- Four times listed in the Dean's List

EXPERIENCE

World Bank

Feb 2020- Present

EMBeD (Mind, Behaviour, and Development Unit)

Communication Strategy, Consultant

- Design & Implement Behavioural interventions for the Kuwait National Job Strategy
- Develop Communication strategy to roll out the new vision.
- Conduct research for Strategy diagnostics.
- Conduct Media Analysis

The Behaviour Change

June 2019- Present

A Strategy house aiming to grow businesses and movements that want to solve business problems and create social change. The strategy plans are built on through research and analytical study of the problems addressed.

Founder, Senior Behavioral Strategist

- Strategized and executed a Bicycle Safety Campaign to raise awareness on a trending sport in the community with awareness from the public on how to co-exist with bicycles in the roads. The campaign raised awareness on Key Legislative knowledge around riders' responsibilities and rights. Several National Assembly representative have taken the initiative to take the campaign's goals further in the Kuwaiti Parliament.
- Strategized and executed an environmental campaign for a Coffee Roastery which unveiled a hidden environmental crisis in Kuwait. The campaign was followed with the launch of environmental friendly products to serve the Coffee business in Kuwait.

- Strategized and currently Rebranding the identity of the only Natural Water Brand in Kuwait to build a connection to the growing consumer segments.
- Strategized and launched an online platform for mental health counselling during COVID 19 CoronaCareKw.com.
- Strategized and monitored the GCC launch of Tatayab Brand with Content reaching over 3 Million views and achieving #1 raking in App Store and Android Downloads.

Massive Change

July 2018- Present

A Social Change Agency that empowers content through creativity, research and latest Behavioural Science applications to create positive social change.

Partner, Behavioural Strategist

- Project Consulting on International Social Survey Programme (ISSP)
- Strategized “New Wave” Content Plan as part of New Kuwait 2030 Vision (Migrating Kuwaiti Nationals from Public to private sector)
- Strategized and executed an emotional safety driving campaign on Mothers Day under the title of “Mother’s Greatest Gift”. The campaign touched the emotions of youth across the GCC and created impact of decreasing attitudes of pride towards speeding. Hundreds of youth took pledges for their mothers not to speed and a new line of effective social campaigns is being realized.

ERA Media

Feb 2016– June 2018

ERA Media is a fast growing full service Marketing Agency in Kuwait. Mission is to bring brands up to speed with today’s fast paced digital world through smart connected experiences, digital storytelling, and content creation. To achieve that, a combination of strategy, research, design, technology, production and advertising services is offered to our clients.

Head of Research & Strategy

- Leading Marketing Research Initiatives within era media
 - Sample Projects:
 - 6 Independent Pollings for Parliamentary elections with accuracy of 85% compared to eventual results. Individually surveying 3,600 qualified respondents through telephone interviews.
 - Regional Research for Aston Martin MENA for the implementation of new global direction and cultural insight to direct yearly strategy plan.
 - Comprehensive Burgan Bank Research which included major field study and targeted focus groups & interviews to evaluate effectiveness of Bank Advertisement & recommendation for future campaigns.
 - Product Development Research project for Alrifai Brand. Which includes both research and design stages for a new Product Line to be introduced to the market.
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 - Contributed to Marketing Strategy efforts aiming to sustain business objectives:
 - Part of the team to strategize Ikea Pre-Ramadan advertisement campaign, targeting middle aged household women to increase store traffic for new store collection. Measured the effectiveness of produced advertisement and recorded 169% store traffic increase post campaign.
 - Lead the Strategy team to aid Bayan Dental Clinic in reaching a new target segment through an advertisement campaign during a peak advertisement season. The advertisement reached ¼ million views and helped increase the new segment visits to the clinic.
 - Drafted the launching campaign strategy for Jeebley food delivery application. Launching in a highly competitive market, the new Brand was able to exceed its application download target by 150%.

- Leading Behavior Change & Awareness Campaigns
 - Placed behavioral interventions, planned media exposure, and organized research focus groups for Nationwide Deraya Campaign for client Kuwait Oil Company. The aim of the campaign was to convince the public to welcome oil exploratory activity in their neighborhood, reaching two million impressions for campaign communication materials.
 - Lead campaign for EQUATE internal launch of Sustainability Strategy 2025. Through preparing a one-month creative and engaging experience for 1300 Employees, the campaign managed to build an unprecedented engagement rate of 53% of all employees for a topic that is usually overlooked and widely misunderstood.

Freelance Marketing

June 2015 – Feb 2016

Worked on multiple marketing projects for different companies in various industries such as IT, Law, Nursery, Toys, Restaurants, and NGOs.

Islamic Museum of Australia

Feb 2014- Feb 2015

Islamic Museum of Australia is the first museum in Australia dedicated to Islamic Art and Muslim artists. This museum features a rich collection of art, heritage, and foundations of Islamic history along with Muslims in Australia.

Marketing Advisor

Advised the museum on initial launching phase and segmentation of customers to target with relevant messaging & products.

My fruit Salad

Sept 2014 – Dec 2014

MyFruitSalad is a social enterprise aiming to lift fruit consumption through the application of Behaviour Change Models. Late 2015, MyFruitSalad will launch an app that locates the nearest fruit salad vendor through a GPS tracking System.

Behaviour Specialist

- Created Behaviour Change Strategy for four different market segments
- Developed a marketing plan to increase penetration among target customers

Marketing Institute of Kuwait- Kuwait

Jan 2013 – Aug 2013

Institute dedicated to develop a community which develops the skills of people interested in Marketing through knowledge sharing and practical implementation.

Co- Founder

- Initiated with a team of five marketers the building blocks of the first Institution focused on Human Capital development in the Marketing field in Kuwait
- Visited prominent marketing figures in the Gulf Region and developed an academic- based curriculum which is considered the competitive edge of the institution

Kuwait Oil Company- Kuwait

Nov 2010 – Aug 2013

A subsidiary of Kuwait Petroleum Company responsible for the exploration, drilling and production of Oil and Gas within the State of Kuwait.

Planning Engineer

- Monitored the progress of Oil & Gas Projects handled by our Major Project's Group and aligned it with company's 2030 Strategy. Also, tracking and updating management's and Group's performance through the Balanced scorecard.
- Coordinated the integration of the action plan for 3 Separate Groups handling projects worth 24.68 Billion dollars (in total) into the overall Company Business Guideline.
- Developed 5 initiatives improving department's performance, out of which three were implemented: Social Magazine, Project Presentation, and Lesson Learnt analysis.

Attachment with company Consultant (Worley Parsons)

April 2012- May 2012

Worley Parson is a large consultant in the Oil & Gas Sector extending their consulting service to a number of the major projects carried out by Kuwait Oil Company.

Training Engineer

- Contributed to the Hazard and Operability study done on Pressure Maintenance Project held in Seoul, Korea with the participation of multinational engineers from different disciplines

First Investment Company- Kuwait

March 2010 – May 2010

One of Kuwait's leading investment firms with approximately \$ 1.3 billion in assets under management. FIC's family of investments includes private equity, venture capital, public equity and asset management.

Internee

Trained in the following departments: Treasury, Direct Investment, Business Development, Asset Management, Credit and Operations.

Social Work

- CPR Campaign with Heart Saver's Group (Don't be that Person) **Feb. 2018**
 - Trained over 4,600 Personnel on CPR operations through a full-fledged social marketing campaign.
- Prostate Cancer Awareness Campaign (Pasa Steakhouse) **Nov. 2017**
 - Created social identity for a Commercial Brand while gaining impressions in the same time.
- Supervisor at a Youth Development Organization (Tjaarb) **Oct. 2010- Oct. 2012**
 - Produced a short movie presenting Stephen Covey's (7 Habits) in an inspiring scenario to present to the youth. 200 Students graduated through the program.
- Kuwaiti Student Leadership during undergraduate study in U.S. **Jan. 2007- Aug. 2010**
 - Head organizer of Orlando 2009 Kuwaiti Students social gathering organized by Kuwait Student Future 2009. (Held in Disneyland Resorts and attended by over 200 students from all over the U.S)
 - Conducted more than 15 orientation sessions targeting over 1000 High School Graduates from all over Kuwait to encourage and facilitate their study in the U.S.

ADDITIONAL

- **Professional memberships:** Member of International Social Marketing Association (Active), member of Social Marketing Association of North America (Active), and member of Australian Social Marketing Association (Previous).
- **Training:** The Mind is Flat: Shallowness of Human Psychology (Online Course at Warwick Business School), Google Analytics 2- Day (Google Training), Advanced Social Marketing Strategies (Australia Social Marketing (ASMA) Workshop), Use of Social Media in Social Marketing (ASMA Workshop), Segmentation in Social Marketing (ASMA Workshop), New Strategies and Tools for Social Marketing Research and Practice (ASMA Workshop), Strategic Social Marketing (International Social Marketing Workshop), Social Marketing for Public Health (World Health Organizing MENA Training), Fostering Sustainable and Healthy Behaviour through Community-Based Social Marketing by Dr. Doug McKenzie-Mohr (World Social Marketing Conference Workshop), Defining Your Audience's Pathway to Behavior Change by Jeff Jordan (World Social Marketing Conference Workshop)
- **Public Engagements:** Speaker at digital Marketing function in Qatar University on Dec.2016, Workshop presenter at Marketing Prime Awards Festival in Riyadh on Mar. 2018. Keynote Panel Speaker at the World Social Marketing Conference in Scotland on June 2019. Multiple speaking engagements within Kuwait at Kuwait University, American University of Kuwait, GUST, Seeds Platform etc.
- **Languages:** Arabic (MT), English (F), MT= Mother Tongue, F= Fluent
- **Interests:** Soccer, Travel, Cafe Latte