

IBRAHEEM ALTOWAIHER

Director of Internal Communication & Employee Experience | Change Management

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PROFESSIONAL SUMMARY

Senior Internal Communication and Employee Experience leader with **20+ years** of progressive experience across government, semi-government, and private sector organizations in Saudi Arabia. Currently directing Internal Communication, Employee Experience, and Change Management at the **Ministry of Culture**, reporting directly to the Deputy Minister for Human Resources. Recognized for leading enterprise-wide organizational transformation through the **Organizational Health Index (OHI)** program, executive advisory, and governance frameworks that deliver measurable performance improvements. Proven ability to engage Deputy Ministers and CEOs, translate employee insights into strategic initiatives, and align organizational culture with national and sectoral objectives.

CORE EXPERTISE

Internal Communication Strategy & Planning · Organizational Health Index (OHI) Management · Employee Experience & Engagement Strategy

Change Management & Transformation · Executive Communication & Strategic Advisory · Governance & Enterprise Initiative Management

Organizational Development & Culture · Stakeholder Management & Executive Influence · Leadership Alignment & HR Communication · Digital Communication & Content Strategy

PROFESSIONAL EXPERIENCE

Director of Internal Communication & Employee Experience

Ministry of Culture – Riyadh | May 2025 – Present

- Direct Internal Communication, Employee Experience, and Change Management functions at the ministry level, overseeing enterprise-wide initiatives across the cultural ecosystem.
- Serve as executive lead for the Organizational Health Index (OHI) program across 20+ cultural entities, repositioning it as a strategic performance driver rather than a diagnostic tool.
- Function as the central 'control tower' for organizational initiatives — monitoring execution, aligning priorities, and ensuring consistency across entities.
- Engage directly with Deputy Ministers and CEOs to present OHI insights, diagnose organizational gaps, and influence strategic decision-making at the executive level.
- Translate employee insights and organizational data into targeted transformation initiatives aligned with Vision 2030 and national cultural objectives.
- Establish governance frameworks to track initiative execution, enforce accountability, and sustain continuous improvement across the ecosystem.
- Develop and implement internal communication policies and strategic plans, ensuring centralized governance while enabling entity-level engagement.
- Advise senior leadership on executive messaging, communication strategy, and change management during key transformation milestones.

Internal Communications Director

stc – Riyadh | Nov 2023 – May 2025

- Led enterprise internal communication strategy across all business units, enabling alignment, transparency, and organizational cohesion for 20,000+ employees.
- Oversaw communication management, digital studio, and internal events functions, ensuring consistent messaging and high-impact delivery across channels.
- Strengthened employee engagement by designing structured communication frameworks tied directly to business priorities and leadership objectives.
- Partnered with C-suite leadership to shape internal narratives and support organizational transformation efforts during major strategic shifts.

HR Communication & Events Director

stc – Riyadh | Oct 2022 – Nov 2023

- Directed HR communication strategy aligned with corporate objectives, improving employee clarity, trust, and engagement across the organization.
- Led internal events and engagement programs that strengthened organizational culture and employee connection across multiple regions.
- Managed Employee Value Proposition (EVP) programs including benefits and recognition initiatives, contributing to improved retention rates.
- Oversaw the Employee Services Center (HR Call Center), enhancing service responsiveness and employee support experience.
- Developed and executed communication plans for major organizational transitions, ensuring smooth change adoption across business units.

HR Communication Section Manager

stc – Riyadh | Jul 2017 – Oct 2022

- Led execution of internal communication strategies supporting HR and business functions across the organization over a 5-year tenure.
- Built and scaled internal communication infrastructure including employee platforms, content systems, and editorial workflows.
- Partnered with corporate communication to ensure alignment with brand standards and unified messaging across all channels.
- Enabled 10+ organizational change initiatives through structured communication planning, stakeholder engagement, and execution oversight.

Art Director

Triplo Arts Creative Agency – Riyadh | Jun 2016 – Jul 2017

- Led creative direction and visual identity development for client projects across digital and print platforms.
- Managed design teams and production workflows, delivering high-quality creative outputs aligned with client business objectives.

Acting Head of Photo-Graphic Department

King Faisal Specialist Hospital & Research Centre – Riyadh | 2012 – 2016

- Led visual communication and design functions supporting institutional communication and public relations.
- Managed teams, production workflows, and quality standards to deliver high-impact visual content across institutional channels.

Senior Graphic Designer | Graphic Designer

King Faisal Specialist Hospital & Research Centre – Riyadh | 2006 – 2012

- Developed communication and design materials supporting organizational campaigns, internal publications, and institutional branding initiatives.

EDUCATION

Executive Education Diploma – Effective Leaders Program

IE Business School | 2024

Bachelor of Business Administration (BBA)

King Faisal University | 2023

Diploma in Office Administration

Technical and Vocational Training Corporation (TVTC) | 2002

CERTIFICATIONS

- Adobe Certified Instructor – Creative Cloud Design & Layout
- Certified Trainer – Technical and Vocational Training Corporation (TVTC)

SKILLS & LANGUAGES

Skills

OHI & Organizational Diagnostics · Change Management · Strategic Communication · Executive Presentations · Employee Engagement · Governance Frameworks · Adobe Creative Cloud · Microsoft Office 365

Languages

Arabic: Native | English: Professional