



## Ahmed Dahduli

Chief Marketing & Communications Officer  
of The Saudi Credit Bureau (SIMAH)

### Biography

He is holding a Bachelor of Science in Industrial Management from King Fahd University of Petroleum & Minerals (KFUPM), Ahmed chose to pursue his career in marketing and communications. For over 22 years, he has accumulated hands on experience in local and regional markets with leading organizations and multinationals. His areas of expertise are in Marketing, Corporate Communications, Public Relations, Sustainability and Corporate Social Responsibility. Skills include building teams, product/brand launches, events, media relations, digital communications and marketing, market research, media planning and leading relationships with agencies.

### Lecture Outline

- Media dynamic
- Preparing for media engagement
- How to respond to media
- Tips / Do's and Don'ts

EXECUTIVE LECTURE SERIES  
COLLEGE OF BUSINESS

Lecture Title:

# Ready for Media?



Wednesday Nov. 9<sup>th</sup>, 2022



12:00 – 1:00 P.M.



Lecture Theatre