

CONTACT

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Riyadh, Saudi Arabia

Legal name: Faiz Malabari

EDUCATION

Executive MBA

Prince Mohammed Bin Salman College

Class Representative

Candidate, Jan 2027

Riyadh, KSA

Summer at Babson: Entrepreneurial Leadership in an AI-Driven World Babson Academy

Babson Global Center for Entrepreneurial Leadership

July 2026

Bachelor of Dental Sciences October 6th University

Top 5% of a class of 400
2003

Giza, Egypt

CERTIFICATIONS

Lean Six Sigma Black Belt

2024

CAPM

Project Management Institute · 2025

Dare to Lead™ Trained

2020

NBDE Part I

US National Board Dental Examination ·
passed 2010

فايز مليباري

Fayiz T. Melibary

Operations & Business Strategy

Operations executive with over twenty years across clinical practice, creative production, and commercial operations in Saudi Arabia and the United States. Currently leading distribution and channel strategy for **Saudi Artisanal Company**, a Ministry of Culture subsidiary, building the retail and e-commerce infrastructure for the Kingdom's craft sector.

Previously Managing Director of a Jeddah marketing agency, where revenue tripled and the team grew five-fold in under three years. Maintains a production and supply network across the Kingdom, sourcing talent for Getty Images and crewing feature film and media production. Lean Six Sigma Black Belt; EMBA candidate at Prince Mohammed Bin Salman College.

Experience

Head of Distribution Channels

Aug 2023 – Present

Saudi Artisanal Company

Riyadh · Ministry of Culture subsidiary developing the Saudi craft sector

- Project-managed end-to-end delivery of the Saudi Artisanal Flagship Store on a recovery timeline **under 90 days** — fit-out partner selection, permits, recruitment, IT readiness, and soft launch — against a budget exceeding **SAR 2.5M**. The store won Interior Design of the Year: Retail at the Commercial Interior Design Awards Saudi 2026.
- Launched the A2C (Artisan-to-Consumer) initiative, converting a single-vendor store into a multi-vendor marketplace: **0 to 45 artisans** onboarded, **SAR 100K+** GMV.
- Built a centralised Business Tracker as the single source of truth across procurement, finance, production, and delivery — **300+** purchase requests and **250+** purchase orders, exceeding **SAR 5M** in committed spend.
- Established the first official craft retail presence in Makkah and Mina during Hajj: **35+ artisans** represented, **200K footprint** across ten days.
- Own vendor relationships and MSAs across photography, printing, and digital marketing; support the PMO on project governance, resource allocation, and risk management, including groundwork for a future Target Operating Model.

Managing Director

Sept 2020 – May 2023

Redbananas Marketing Agency

Jeddah · Full P&L ownership through a period of rapid growth

- Tripled revenue**, from SAR 3M to SAR 9M, and grew the team **five-fold**, from 8 to 40.
- Built delivery capacity across social media management, SEM and SEO, digital and influencer marketing, PR campaigns, events and media training, art direction and key visual development, and content and media production.
- Clients included Cartier, Microsoft, Nespresso, Xiaomi, Google, Crate & Barrel, Panda, Goody, the Red Sea Film Festival, the Muslim World League, and Castrol; served NEOM through NeedAFixer and delivered white-label work for Ogilvy and OMD.
- Owned resourcing, finances, and stakeholder reporting across government, multinational, and SME accounts.

Chief Operations Officer

Feb 2018 – Aug 2020

Holam Media & Entertainment

Riyadh · Second in command of a media production SME, reporting to the CEO

- Ran a company reaching **SAR 7M** in revenue with a core team of **20** and a bench of **100+** contractors and freelancers.
- Delivered **75+ projects** from inception through delivery to account closing, operating simultaneously as COO, producer, and project manager across concurrent productions.
- Clients included National Geographic, Almarai, MullenLowe Group, SAIB, Misk, the Ministry of Housing, the General Entertainment Authority, the National Events Center, Saudi Channel 1, and Time Entertainment.

Content Director

Jul – Nov 2016

Mohtawa.sa

Riyadh

- Led the content team producing B2B and B2C output — copywriting, social content, translation, and company profiles — alongside client photography, graphic design, video, and motion graphics.
- Key account **Tawuniya Cooperative Insurance**: owned a weekly bilingual newsletter in Arabic and English, plus content development, translation, proofreading, and campaign development.

Marketing Specialist

Apr 2013 – Jun 2015

Lomar

Jeddah · Saudi menswear brand modernising the thobe

- Built and ran the brand's cultural programme — **Lomar [Un]Stitched**, the **Nabd** art exhibition, and the **Lomar Creative Club**.
- Created **Khalli Al-Khair Yamshi**, a take-back campaign offering discounts on new thobes in exchange for donated old ones.
- Launched the **Lomar Ambassadors** programme and the first **Lomar Discovery Trip**.
- Delivered seasonal retail campaigns across Ramadan, Eid, and back-to-school.

LANGUAGES & INTERESTS

Arabic **Native**

English **Fluent**

IELTS 7.5

Malayalam **Conversational**

Photography, RC cars, motoring and overlanding, aviation, and reading.

SPEAKING & RECOGNITION

TEDxKids Riyadh

2015 — the #Smile4Obie campaign

International Cancer Survivors Day

May 2015 — spoke before the Minister of Social Affairs

IMDb Credit

Born a King (2018)

Top 10 Social Enterprise

MIT Enterprise Forum Arab Startup Competition, Kuwait 2015

Selected Projects & Consulting

Fixer / Production Sourcing

2021 – 2025

Getty Images

Saudi Arabia · Freelance, direct engagement

- Sourced and placed **25+** photographers, producers, and production freelancers across **8–10 assignments**, building the local talent network Getty drew on for Saudi coverage.

Director of Operations / Exhibitor Relations

2016 & 2017

Saudi Design Week

Riyadh · Contract · Saudi Arabia's flagship design event

- 2017: 20,000 footfall, 45 exhibitors, 5,000+ VIP guests, 97% satisfaction, 128 press visits, 1,800 editorial and social mentions, 150M impressions.
- 2016: 10,000 visitors, 40+ exhibitors and speakers, 4,500 VIP guests, 200+ HRH visits, 150 staff.
- Owned booth production, exhibitor relations, ticketing, finance, guest hosting, media coordination, and security liaison. Footfall doubled year on year.

Basecamp Manager / Production Assistant

2016 – 2017

Born a King

Feature film

- Joined in pre-production across costume, art, and production support, recruiting **20+ crew**; recalled for the production phase to manage basecamp operations, location assistance, and permits. Credited on IMDb.

Creative Consultant

2016

Careem

- #CareemSays campaign: **31%** of Careem KSA's total Twitter impressions, the five highest-engagement tweets in the account's history, **665K** impressions across 24 tweets.

Co-Founder / Content Manager

2015 – 2016

Alnoghair

- Built a social and YouTube channel on early childhood development from zero to **85K followers** and **600K+ views** in eighteen months. Named a top 10 social enterprise at the MIT Enterprise Forum Arab Startup Competition, Kuwait 2015.

Campaign Creator

2013 – Present

#Smile4Obie

- Created and led a childhood cancer awareness campaign that reached **9M+ views** across Instagram and Facebook, with organic pickup by 9GAG and Imgur. Presented at TEDx.

Early Career

General Practitioner, Dentist

2006 – 2009

Al-Hiba Polyclinics

Jeddah · Private multi-specialty practice

- Primary dental care across conservative restorative work, prosthodontics, oral surgery, and periodontal care, averaging **18–25 patients per day**.
- Practised in a clinic run to commercial targets — first exposure to the tension between clinical judgement and the P&L that shaped the later move into operations.

Preceded by a twelve-month hospital internship in Makkah and Saudi Commission for Health Specialties licensure.

Relocated to the United States, 2009–2013. Passed NBDE Part I (2010) and TOEFL toward US dental licensure; volunteered in the Department of Orthodontics research lab at UNC-Chapel Hill; volunteer design roles at Fifth Tribe and Guidance Residential, Virginia. Career break 2012–2013 as primary caregiver. Returned to Saudi Arabia in May 2013 and moved into marketing, media, and operations.

Research & Writing

UNC-Chapel Hill, Department of Orthodontics — volunteer research assistant

Oct 2010 – May 2011 · Supervisor: Ching-Chang Ko, DDS, MS, PhD

Surgical scheduling, preparation, surgery, and post-operative care in rat calvarial and femoral models. Acknowledged for surgical assistance in Ferreira, J.R. et al., "Titanium-Enriched Hydroxyapatite–Gelatin Scaffolds with Osteogenically Differentiated Progenitor Cell Aggregates for Calvaria Bone Regeneration," *Tissue Engineering: Part A*, 19(15–16), 2013. DOI 10.1089/ten.tea.2012.0520

Qafilah — Saudi Aramco · two commissioned science features in the العلم خيال (al-'Ilm Khayal) column

"Wormholes" — general relativity and exotic matter (2016). "The Speaking Translator" — speech recognition, neural machine translation, and the Arabic-language problem (2017).