PORTFOLIO 2026

MAJD ALDEN NADER

مجد الدين نادر

Project Manager for cultural programs, international events and live experiences across Saudi Arabia. 8+ years moving people, artists and audiences through high-visibility projects.



PROJECT MANAGER ITHRA ACADEMY

PROFILE

CALM OPERATIONS BEHIND LOUD MOMENTS

A strategically minded project manager with a track record directing high-visibility operations, international cultural events and talent development programs in Saudi Arabia's creative sector.

Today he leads end-to-end delivery of Ithra Academy at the King Abdulaziz Center for World Culture: curriculum, cross-functional teams, vendors and senior stakeholders, measured against global benchmarks and cultural indicators.

8+
years in events, culture and operations

6+
years in cultural programing

12+
high-value strategic partnerships secured to fund & scale various projects

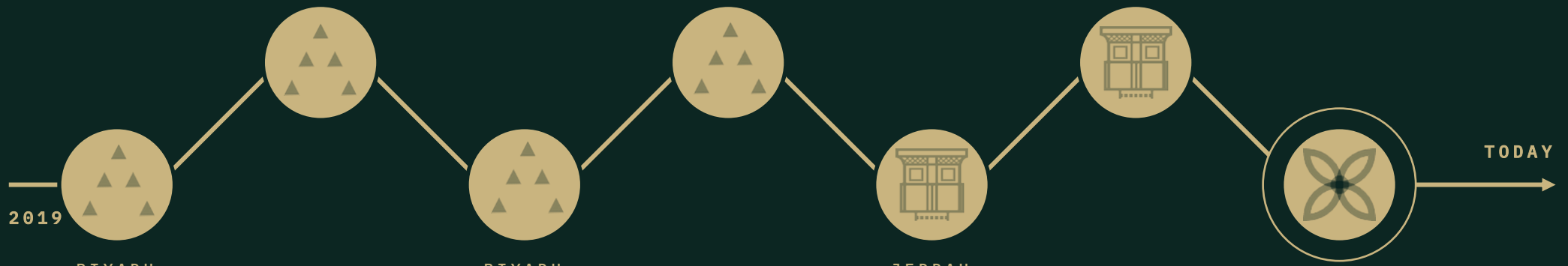
100%+
Ithra Academy occupancy in 2025, a center record

1,500+
on-ground staff directed at Soundstorm

0
compliance breaches on audited budgets (PwC, KPMG, Aramco)

CAREER ROUTE — 2019 → TODAY

SEVEN ROLES. ONE DIRECTION



RIYADH
Marketing Impact (MIS)
01/2019 – 11/2019
Event Supervisor

HAIL / RIYADH
ARGA
11/2019 – 02/2020
Asst. Operations Manager

RIYADH
Motmaena Medical Center
05/2020 – 09/2021
Social Media Manager & IT Specialist

RIYADH
Diriyah Biennale
10/2021 – 04/2022
Logistics Manager

JEDDAH
Red Sea Int'l Film Festival
10/2022 – 12/2022
Logistics Manager

JEDDAH
Islamic Arts Biennale
12/2022 – 06/2023
Director of Logistics

DAMMAM
Ithra Academy
06/2023 – TODAY
Project Manager

ORGANIZATIONS & BRANDS WORKED WITH — NEWEST → OLDEST

TRUSTED BY THE NAMES THAT SHAPE THE SCENE

01 2023 – TODAY

أرامكو السعودية
saudi aramco

ithra by aramco

ITHRA ACADEMY

TalentS

02 2022 – 2023

بينالي الدرعية
مؤسسة بينالي الدرعية
Diriyah Biennale Foundation

TalentS

Public Programs

03 2022

RICHARD ATTIAS & ASSOCIATES

مهرجان البحر الأحمر السينمائي الدولي
RED SEA INTERNATIONAL FILM FESTIVAL

04 2021 – 2022

IMAGINATION

بينالي الدرعية
مؤسسة بينالي الدرعية
Diriyah Biennale Foundation

05 2020 – 2021

مركز مطمئنة

06 2019 – 2020

ARGA™

MDLBEAST

موسم الدرعية
DIRIYAH SEASON

حائل

07 2019

MIS GROUP

ساماكو للسيارات
SAMACO MOTORS

BENTLEY

PORSCHE

PROJECT 01 / 07

DAMMAM

ITHRA ACADEMY

06/2023 — PRESENT

Project Manager

King Abdulaziz Center for World Culture (Ithra)



BUILDING A NATIONAL TALENT ACADEMY

06/2023 — PRESENT

Leads the strategy and end-to-end delivery of Ithra Academy, aligning its programs with Saudi Vision 2030 to build a globally recognized talent hub.

ROLE	ORGANIZATION	PERIOD	BASE
Project Manager	Ithra Academy, King Abdulaziz Center for World Culture	06/2023 – Present	Dammam

Strategic Leadership & Program Delivery

Directing the successful execution of hands-on, cutting-edge curriculum across three proficiency levels (Immerse, Broaden, Emerge) and six core domains: Art & Design, Creative Leadership, Science & Technology, Music, Film & Performing Arts, and Literacy.

Cross-Functional Leadership

Supervised and optimized the daily operations of four distinct organizational departments (Communication, Market Research, Logistics, and Operation), ensuring unified project delivery and exceptional guest experiences.

Digital Transformation & Operations

Engineered a comprehensive operational overhaul by developing advanced internal databases, implementing automated scheduling systems, and establishing stringent new departmental policies that streamlined resource allocation.

Stakeholder & Client Relations

Serving as the central point of contact for clients, negotiating and finalizing agreements, and facilitating seamless communication channels between knowledge providers, stakeholders, and internal teams.

BUILDING A NATIONAL TALENT ACADEMY

06/2023 — PRESENT

Leads the strategy and end-to-end delivery of Ithra Academy, aligning its programs with Saudi Vision 2030 to build a globally recognized talent hub.

ROLE	ORGANIZATION	PERIOD	BASE
Project Manager	Ithra Academy, King Abdulaziz Center for World Culture	06/2023 – Present	Dammam

Strategic Market Research & Sector Analysis

Led a landmark 4-stage nationwide research initiative (Explore, Engage, Understand, Validate) combining qualitative expert consultations with a 3,000-participant study across major Saudi regions to evaluate market positioning, bridge sector skills gaps, and establish a data-driven foundation for the Academy's 5-year curriculum roadmap.

Residency Planning & Execution

Spearheaded the development and execution of Ithra Academy's flagship cultural residencies, designing initiatives that bridge Saudi heritage with contemporary global innovation.

Curriculum & Quality Assurance

Oversaw market research and utilized external benchmarking, including the UNESCO Framework for Cultural Statistics, to identify industry trends and select world-class subject matter experts and facilitators.

Performance Evaluation

Implemented a 360° Intensive Evaluation strategy utilizing the Kirkpatrick Model to measure learning outcomes, behavior change, and overall program ROI, ensuring continuous improvement in course design.

ACHIEVEMENTS

06/2023 — PRESENT

KEY MILESTONES

High-Profile Partnerships & Financial Optimization

Accelerated organizational profitability and brand positioning by securing strategic alliances with prominent entities. These partnerships, combined with robust cost-saving measures and expertly negotiated vendor agreements, successfully sustained major activations while significantly optimizing operational costs.

Operational Resilience & Digital Overhaul

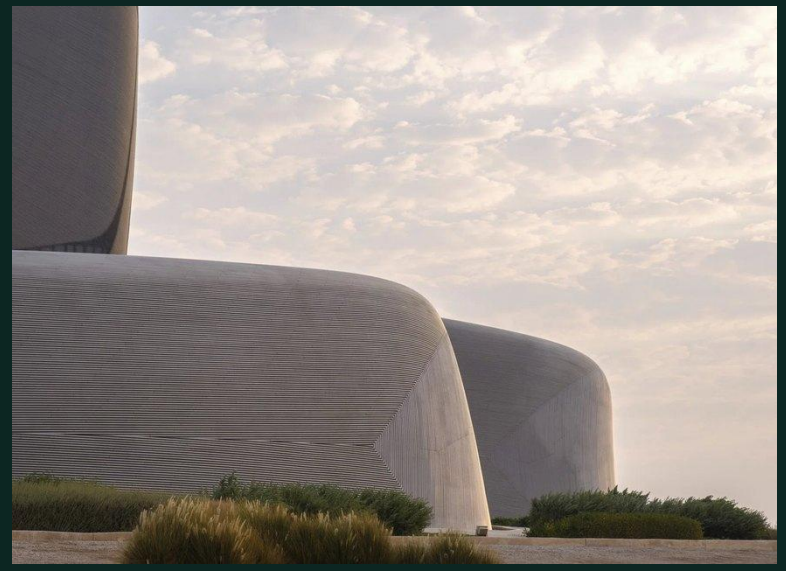
Successfully steered the Academy through a critical contract restructuring phase by implementing a resilient, cross-trained team architecture. Concurrently engineered an operational transformation by building a comprehensive public programming database that centralized hundreds of cultural offerings and knowledge providers, safeguarding project continuity and high performance despite reduced initial manpower.

Flagship Cultural Execution (Palm Residency)

Conceptualized, developed, and flawlessly delivered the center's inaugural residency in 2025 as part of an Aramco CEO project. Orchestrated over 60 intensive sessions for 10 international and local designers, which directly resulted in high-profile global showcases at ICOM Dubai, and earned the mandate to execute the 2nd edition in 2026.

Strategic Market Research & Unprecedented Program Growth

Led a foundational, multi-stage market research and regional benchmarking study to develop the Academy's comprehensive 5-year curriculum across all cultural domains. This data-driven strategy fueled a massive surge in ticket sales and program engagement, achieving a center-record occupancy rate of over 100% in 2025 alongside a peak Net Promoter Score (NPS) of 93%











PROJECT 02 / 07

JEDDAH

ISLAMIC ARTS BIENNALE

12/2022 — 06/2023

Director of Logistics

Diriyah Biennale Foundation · Public Program



CORE RESPONSIBILITIES

12/2022 — 06/2023

THE ONLY DEPARTMENT AT 100% DELIVERY

Directed supply chain, vendor and travel logistics for the Biennale's Public Program, with full accountability for sponsor relations and audited delivery.

مؤسسة بينالي الدرعية
Diriyah Biennale Foundation

Public Programs
Diriyah Biennale Foundation

ROLE	EVENT	PERIOD	AUDIT
Director of Logistics	Islamic Arts Biennale, Public Program	12/2022 – 06/2023	PwC

Departmental Leadership & Strategy

Directed and managed the logistics department for the Public Program, commanding a specialized team of three logistics professionals. Created and maintained highly detailed event operations plans, encompassing strategic timelines, road maps, and deployment schedules.

Global Supply Chain Execution

Planned and oversaw all complex logistics requirements for the Public Program knowledge providers, establishing robust frameworks for visa processing, air travel, accommodation, and ground transportation.

Sponsorship & Asset Management

Managed high-level sponsorship relationships between the Biennale and corporate partners, driving the negotiation of sponsorship agreements, managing asset deliverables, and ensuring strict regulatory compliance.

Financial & Audit Governance

Monitored and tracked extensive event and logistics budgets, guaranteeing the event was delivered strictly within budgetary constraints. Collaborated directly with PwC audit teams to ensure total financial transparency and compliance.

Process Optimization

Continuously developed and implemented process improvements to optimize event logistics, aggressively reduce costs, and improve overall departmental efficiency.

ACHIEVEMENTS

12/2022 — 06/2023

KEY MILESTONES

Unprecedented Operational Success

Recognized by executive management and clients as the only department to achieve a 100% deliverables implementation rate throughout the Biennale, overcoming significant macro-level logistical challenges.

High-Volume Matrix Execution

Flawlessly coordinated a massive, zero-error logistical matrix encompassing 208 international and domestic flights, 1,374 dedicated vehicle rides, and over 175 hotel accommodations across four premier properties.

Strategic Team Restructuring

Demonstrated crisis-resilient leadership by dynamically restructuring team deployment during critical project phases (Opening, Closing, and Symposium), guaranteeing seamless operations despite reduced manpower constraints.

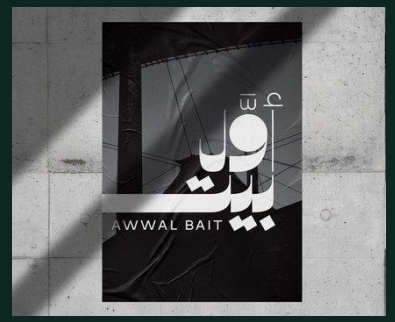
Corporate Synergy & Cost Efficiency

Successfully managed and leveraged major corporate sponsorship agreements (Saudia Airlines, Lexus), fully utilizing their assets to drive a highly cost-efficient logistical operation while successfully delivering on all sponsor requirements.











PROJECT 03 / 07

JEDDAH

RED SEA INTERNATIONAL FILM FESTIVAL

10/2022 — 12/2022

Logistics Manager

With Richard Attias & Associates



CORE RESPONSIBILITIES

INFRASTRUCTURE ACROSS BORDERS, ON TIME

10/2022 — 12/2022

Directed production logistics and the global supply chain for the festival, from cross-border shipments to venue installation and project closure.

RICHARD ATTIAS & ASSOCIATES

ROLE	EVENT	PERIOD	LIAISON
Logistics Manager	Red Sea International Film Festival	10/2022 – 12/2022	Ministry of Culture

Global Supply Chain & Customs

Managed the international shipment process for critical event materials and production equipment. Actively tracked global delivery schedules, resolved cross-border logistical bottlenecks, and ensured seamless customs clearance.

Governmental Compliance

Coordinated directly with the Ministry of Culture (MOC) to secure visa issuance and ensure strict regulatory compliance for international staff and vendors traveling to the event.

Vendor & Infrastructure Management

Directed a complex network of sub-vendors, event planners, and caterers to execute the supply and installation of all festival venues, ensuring all technical and logistical requirements were met flawlessly.

Operational & Team Logistics

Managed comprehensive travel logistics, ground transportation, hotel accommodations, and secure site accreditation for the entire international project team.

Post-Project Analytics

Authored and delivered comprehensive post-event analytical reports to executive clients, detailing design execution, logistical performance, and strategic outcomes.

ACHIEVEMENTS

10/2022—12/2022

KEY MILESTONES

Cross-Border Infrastructure Deployment

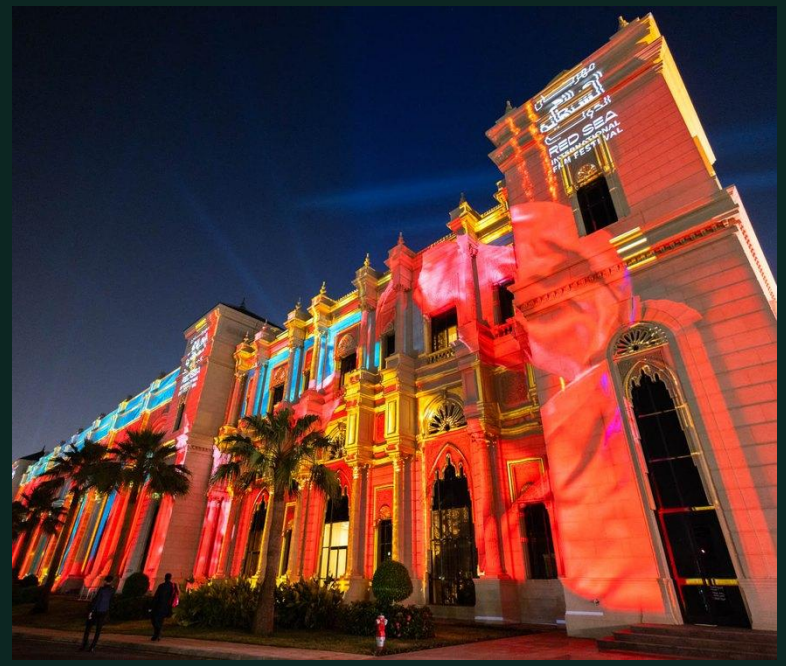
Successfully engineered a complex international logistics matrix, ensuring the flawless customs clearance and on-time deployment of critical venue infrastructure despite strict global shipping constraints.

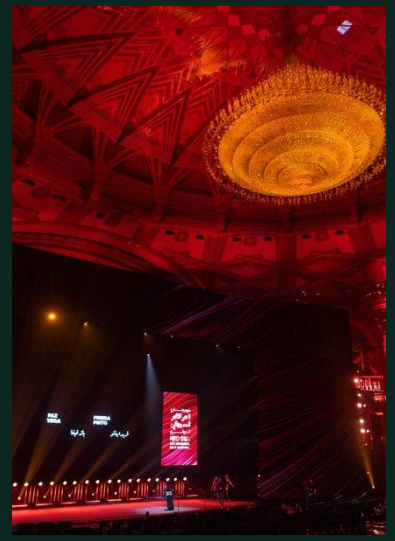
Regulatory & Operational Synergy

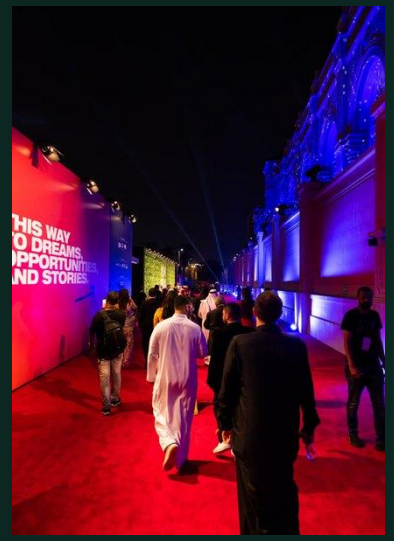
Achieved a 100% compliance rate for international visa issuance and accreditation through strategic liaison with governmental sectors, securing the timely arrival and deployment of the global project team.

Strategic Reporting

Developed a rigorous post-event operational report that meticulously validated the execution of venue designs and logistical timelines, which was successfully reviewed and approved by key stakeholders.







PROJECT 04 / 07

RIYADH

DIRIYAH CONTEMPORARY ART BIENNALE

10/2021 — 04/2022

Logistics Manager

Diriyah Biennale Foundation · With Imagination



CORE RESPONSIBILITIES

THE KINGDOM'S FIRST CONTEMPORARY ART BIENNALE

10/2021 — 04/2022

Directed logistics and VIP protocol for the Kingdom's first Diriyah Contemporary Art Biennale, under strict budget and audit control.

مؤسسة بينالي الدرعية
Diriyah Biennale Foundation

IMAGINATION

ROLE	EVENT	PERIOD	AUDIT
Logistics Manager	Diriyah Contemporary Art Biennale	10/2021 – 04/2022	KPMG

VIP & Stakeholder Logistics

Managed comprehensive logistics services including international travel, ground transportation, and accommodation for over 150 VIPs, hosted guests, and global artists.

Governmental Coordination

Directed international visa applications and processing in direct collaboration with the Ministry of Culture to ensure frictionless entry for all international artists and speakers.

Financial & Audit Governance

Maintained rigorous control over the comprehensive travel logistics budget. Liaised directly with KPMG audit teams to ensure transparent, detailed reporting and full financial compliance.

Sponsorship & Resource Optimization

Strategically integrated the Biennale Foundation's premier sponsors, notably Saudia Airlines and Lexus, maximizing resource utilization to deliver world-class transportation and event services.

Operations Leadership

Directed all transportation operations and airport welcoming protocols. Acted as the primary escalation point, rapidly resolving complex guest issues in a high-paced, high-stakes environment.

ACHIEVEMENTS

10/2021—04/2022

KEY MILESTONES

Mega-Event Execution

Successfully delivered flawless logistical frameworks for over 200 international VIPs, artists, and knowledge providers, setting a benchmark for future governmental cultural exhibitions.

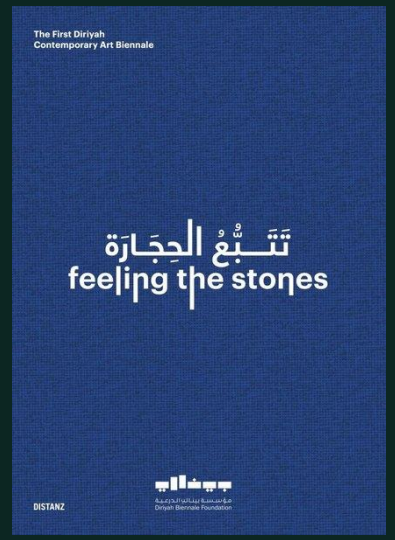
Team Leadership

Commanded a dynamic, cross-functional team of 8+ staff—including artist liaisons, logistics coordinators, and school trip managers ensuring rigorous adherence to premium service standards.

Financial & Operational Synergy

Successfully executed a highly complex logistical budget with zero compliance breaches, seamlessly aligning sponsor assets (flights, vehicles) with local service providers to optimize operational spend.







PROJECT 05 / 07

RIYADH

MOTMAENA MEDICAL CENTER

05/2020 — 09/2021

Social Media Manager & IT Specialist

Local & international branches



CORE RESPONSIBILITIES

TAKING A CLINIC'S COURSES ONLINE

05/2020 — 09/2021

Directed digital marketing and IT operations across local and international branches, moving patient engagement and education online.

ROLE	ORGANIZATION	PERIOD	SCOPE
Social Media Manager & IT Specialist	Motmaena Medical Center	05/2020 – 09/2021	Local & international branches

Digital Strategy & Brand Management

Managed a diverse portfolio of over 8 social media accounts across international markets. Directed content strategy, allocated paid advertising budgets, and streamlined cross-platform scheduling utilizing Hootsuite.

Cross-Functional Coordination

Collaborated directly with creative designers to develop targeted service advertisements and compelling content, while managing public relations through direct patient and business inquiries.

IT Infrastructure & Systems Administration

Oversaw the continuous improvement and troubleshooting of the medical center's core network connectivity. Ensured secure, seamless software configurations and provided comprehensive technical support.

Virtual Event Management

Engineered the transition to virtual education by arranging and hosting course webinars. Generated detailed statistical reports to measure audience engagement and optimize future digital broadcasts.

ACHIEVEMENTS

05/2020 — 09/2021

KEY MILESTONES

Digital Footprint Expansion

Successfully scaled the medical center's online presence by implementing Hootsuite, streamlining content delivery that significantly boosted service sales and amplified brand visibility across both local and international markets.

Educational Reach & Tech Integration

Revolutionized the center's educational delivery model by introducing Zoom webinar technology, effectively transitioning offline courses into hybrid models and dramatically increasing global audience reach.

Infrastructure Optimization

Modernized the main center's IT network, mitigating downtime and ensuring robust technical stability to support the increased digital load of online courses and international marketing efforts.



PROJECT 06 / 07

HAIL / RIYADH

ARGA MEGA-EVENTS

11/2019 — 02/2020

Assistant Operations Manager

Diriyah Season · Soundstorm · Hail Season

ARGA™

MDLBEAST FEST

موسم الدرعية DIRIYAH SEASON

hail Season حائل

CORE RESPONSIBILITIES

MOVING CROWDS THROUGH MEGA-EVENTS

11/2019 — 02/2020

Managed ground operations, crowd mobility and logistics for Diriyah Season, Soundstorm and Hail Season across Saudi Arabia.

ARGA™

ROLE	COMPANY	PERIOD	PARTNERS
Assistant Operations Manager	ARGA	11/2019 – 02/2020	Traffic police & municipalities

Strategic Mobility & Urban Planning

Engineered smart traffic mobility solutions utilizing geospatial mapping (Google Earth) to optimize vehicle flow, prioritizing safety, efficiency, and a seamless guest experience.

Real-Time Crisis Management

Designed and deployed dynamic contingency strategies to instantly mitigate rapid shifts in ground conditions, effectively resolving high-stakes logistical bottlenecks at venue closures.

Stakeholder & VIP Relations

Directed cross-agency collaboration by liaising directly with traffic police and municipal authorities to secure pedestrian pathways, while expertly managing and resolving complex on-site escalations for VIP guests.

Data-Driven Optimization

Generated and analyzed daily operational intelligence reports to identify friction points, optimizing live traffic controls and continuously increasing the efficiency of crowd flow.

ACHIEVEMENTS

11/2019 — 02/2020

KEY MILESTONES

Soundstorm Music Festival

worked mega-scale ground operations for a multi-day global music festival, directing a cross-functional workforce of over 1,500 staff to seamlessly execute complex parking matrices, traffic management, and macro-level vehicle closures.

Diriyah Season

Led a 180-person on-ground workforce to deliver flawless operational logistics across all seasonal zones, executing comprehensive traffic mitigation, vehicle wayfinding signage, and dynamic parking management.

Hail Season

Spearheaded the inaugural ground operations plan for the Qishala historical zone, conceptualizing and executing the end-to-end pedestrian flow and parking strategy in strict coordination with local law enforcement.

Soundstorm

1,500+ staff

Diriyah Season

180-person workforce

Hail Season

Qishla historical zone

RIYADH

MARKETING IMPACT (MIS)

01/2019 — 11/2019

Event Supervisor

Experiential marketing for luxury automotive

MIS GROUP

ساماكو للسيارات
SAMACO MOTORS

BENTLEY

PORSCHE

CORE RESPONSIBILITIES

LAUNCHES FOR LUXURY AUTOMOTIVE

01/2019 — 11/2019

Ran end-to-end experiential marketing and event production for ultra-luxury automotive brands, from strategic planning to post-event analytics.

MIS GROUP

ROLE	AGENCY	PERIOD	VENUES
Event Supervisor	Marketing Impact (MIS)	01/2019 – 11/2019	Business Gate, Nofa Resort

Strategic Production

Spearheaded the logistical planning and production for high-profile automotive events, including product launches, press conferences, and large-scale mall activations.

Resource & Team Management

Recruited, trained, and directed cross-functional event staff and coordinators, ensuring rigorous adherence to luxury brand standards.

Operational Execution

Directed seamless on-site operations and test-drive experiences, mitigating live risks and maintaining strict quality control across diverse venues, including Business Gate and Nofa Resort.

Stakeholder Alignment

Collaborated directly with top-tier automotive clients to translate brand objectives into high-impact live experiences that drove engagement.

01/2019 — 11/2019

KEY MILESTONES

Experiential Campaigns

Executed 15+ high-impact experiential marketing campaigns across the Riyadh region for top-tier automotive clients (Audi, Mercedes, Ferrari, Porsche, Bentley, Maserati), driving an increase in customer engagement and generating qualified sales leads.

EDUCATION

TRAINED IN SYSTEMS

01/2016 – 01/2019

BSc (Hons) Information Technology, specialism in Information System Security

Asia Pacific University, Staffordshire University, U.K.

3.5 / 4.0 GPA

WHAT HE BRINGS

- End-to-end project delivery
- Event logistics
- VIP & protocol
- Strategic Partnerships
- Budget & audit governance
- Sponsorship management
- Vendor negotiation
- Crowd & traffic mobility
- Curriculum & QA
- Market research
- Public Programming Database
- Team restructuring
- Process automation
- Digital & IT operations

NEXT PROJECT

LET'S BUILD THE NEXT ONE

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BASED IN

Dammam, Saudi Arabia