

## BRIEF CURRICULUM VITAE



### BRIEF INTRODUCTION

Rita is a veteran communicator with over 15 years extensive experience in corporate and consultancy side. She is currently managing SABIC's strategic and operational corporate communications in Greater China, with a particular focus on external communications including media relations, executive communications, and investment communications.

#### Rita DAI

Manager, Communications, Greater China, SABIC

### CAREER EXPERIENCE

Rita joined SABIC in 2012, and has taken varieties of roles in driving the company's internal and external communications, in the fields such as employee communications, site communications, organizational change, CSR, Technology & Innovation, sustainability, media relations, digital and social media, and integrated media campaigns. She drives SABIC's proactive media outreach in key regional markets to establish, cultivate, and maintain strategic relationships with top-tier media and key stakeholders to better facilitate business priorities, which further leads to the enhancement of positive corporate share-of-voice and reputational growth. As a member of SABIC's global media center-of-excellence, she also consistently drives global media relations and thought leadership building efforts.

Started her career as a public relations consultant, Rita has worked in agencies at Edelman and Hill & Knowlton Strategies where she provided strategic counsel to clients such as GE Plastics, Vale, Starbucks, IHG, and Godiva etc.

### EDUCATION BACKGROUND

#### 2020-2022

- Master of Business Administration, The University of Manchester

#### 2004-2008

- Bachelor of Arts, Journalism, Shanghai International Studies University

### ABOUT SABIC

SABIC is a global diversified chemicals company. From world-scale manufacturing facilities in the Americas, Europe, Middle East and Asia Pacific, it makes distinctly different kinds of products: commodity and specialty chemicals, high-performance plastics, and agri-nutrients.

- **Headquarters:** Riyadh, Kingdom of Saudi Arabia
- **Total Assets:** 83.5 billion USD (2022)
- **Market Value:** SABIC market value reached to 417 Billion SAR
- **Founding Year and Place:** 1976, Riyadh, Kingdom of Saudi Arabia
- **Number of Employees:** 31,000 (2022)
- **Countries of Operation:** 50
- **Technology & Innovation Centers:** 18 in five key geographical regions (USA, Europe, Middle East, South Asia, and North Asia)
- **Worldwide Patents & Patent Applications:** around 10,000
- **Brand Value:** 4.72 Billion USD (2022)

## 个人履历



### 个人简介

戴秋芸 (Rita Dai) 女士是一位在企业和咨询领域拥有超过 15 年丰富经验的资深公关传播人。目前, 她专注于 SABIC 在大中华地区的战略性企业传播, 主要包括媒体关系、高管形象和投资传播等对外传播工作。

### 戴秋芸 | Rita Dai

沙特基础工业公司 (SABIC) 大中华区媒体关系负责人

### 职业经历

戴秋芸女士于 2012 年加入 SABIC, 曾在员工沟通、工厂传播、组织变革、企业社会责任、技术与创新、可持续发展、媒体关系、数字与社交媒体以及整合媒体营销等领域负责公司的内外部沟通工作。在 SABIC 业务运营的主要市场和地区, 她积极开展媒体活动, 建立、培养和维护与顶级媒体和关键利益相关方的战略关系, 以更好地促进公司业务发展, 并进一步提高企业正面声量和口碑增长。同时, 她作为 SABIC 全球卓越媒体中心的成员, 也积极致力于全球媒体关系发展并推动公司思想领导力建设。

戴秋芸女士的职业生涯始于公共关系咨询, 曾任职于爱德曼和伟达等国际公关公司, 为通用电器塑料、淡水河谷、星巴克、洲际酒店集团和歌帝梵等客户提供战略咨询服务。

### 教育背景

#### 2020-2022

- 曼彻斯特大学  
工商管理硕士

#### 2004-2008

- 上海外国语大学  
新闻文学学士

### 关于 SABIC

沙特基础工业公司 (SABIC) 是世界知名的多元化化工企业。公司旗下制造工厂遍布全球, 包括美洲、欧洲、中东和亚太在内多个国家和地区, 产品涵盖化学品、通用及高性能塑料和农业营养素。

- 总部地点:** 沙特阿拉伯利雅得
- 总资产:** 835 亿美元 (2022 年)
- 创立时间和地点:** 1976 年, 沙特阿拉伯利雅得
- 员工数:** 31,000 (2022 年)
- 运营国家数:** 50
- 科技与创新中心:** 共 18 个, 遍布于美国、欧洲、中东、东南亚和东北亚五个关键区域
- 全球专利和待批申请:** 近 10,000 项
- 品牌价值估值:** 47.2 亿美元 (2022 年)