



Saleh AlShebil

Saudi Digital Marketing Expert

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Who is Saleh AlShebil

Saleh AlShebil is a Saudi academic and digital marketing expert who bridges educational and consulting roles. Since 2007, he has served as an Assistant Professor of Marketing at the College of Business Administration, King Fahd University of Petroleum and Minerals, where he has taught generations of students in subjects such as Marketing Principles, Integrated Marketing Communications, Product Management, and Brand Management. Alongside his academic career, Saleh AlShebil has contributed to entrepreneurial initiatives as a mentor at the Entrepreneurship Institute and has delivered professional training programs for marketing practitioners across the Kingdom. Saleh AlShebil is known for his systematic approach to marketing, grounded in consumer behavior and creative problem-solving. He is recognized for championing experiential learning and project-based education to sharpen students' skills and foster critical thinking, believing that traditional education alone is not enough to develop outstanding professionals. He has provided consulting and led workshops for companies on community marketing strategies and building long-term customer relationships, emphasizing that business success relies on delivering real value and mutual trust rather than short-term advertising campaigns. Saleh AlShebil has gained media recognition through appearances on podcasts and media platforms, where he discusses marketing concepts from a fresh perspective. On the popular "Fnjan" podcast, he explained that successful marketing is not just about boosting sales, but about building strong customer relationships and solving problems in innovative ways—a viewpoint that resonated widely and helped correct common misconceptions about marketing. He is also active on Twitter, sharing insights on education, marketing, and creativity, establishing himself as a thought leader and influential voice in Saudi Arabia's marketing community.

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