

Strategic Executive and Business Development Leader with a proven record of translating Vision 2030 into measurable financial success Instrumental in securing new contracts and driving year-over-year revenue increase by expertly combining data-driven market strategies with hands-on operational excellence, project management, and high-value deal negotiation

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## PROFESSIONAL EXPERIENCE

Museum studio

October 2022 - Present

Business development Manager

### Key Achievements & Business Development

- **Development Strategy & Market Analysis:** Orchestrated National-Scale Market Entry Strategies to identify profitable new business lines, shaping their long-term commercial viability and alignment with sector demand
- **Investment Optimization:** Executed market penetration strategies to optimize operational efficiency and maximize projected returns, resulting in a measurable revenue increase for the portfolio.
- **Investment & Deal Closing:** Instrumental in identifying, negotiating, and closing high-value development opportunities with key public and private sector clients.
- **Tender Management Success:** Increased the tender success rate by **95%** through streamlined process oversight and rigorous quality control for all technical submissions, leveraging **SAP and Oracle** platforms.
- **Global Alliance Governance:** Managed and integrated 13 cross-functional firms (7 international, 6 local) for major capital bids, directly leveraging expertise in M&A Integration and managing complex alliances to ensure financial and operational alignment critical to pre-development planning. (Design, engineering, construction, and finance)
- **Feasibility & Concept-to-Approvals:** Guided senior stakeholders in defining project scopes and RFP structures, leveraging **financial feasibility insights** to align project requirements with capital investment goals.
- **Executive Governance & Risk:** Provided strategic oversight and governance across major national initiatives, securing buy-in from senior stakeholders and successfully guiding clients through project scope definition and approval processes.
- **Development Steering & Approvals:** Guided senior stakeholders in defining project scopes and RFP structures, leveraging **financial feasibility insights** to align project requirements with capital investment goals.

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### Knowledge Management & Capability Building

- **Operational Efficiency:** **Codified 20+ best-in-class case studies and operational playbooks**, resulting in a **30% reduction** in onboarding time for new Business Development staff.
- **Capability Development:** Conducted diagnostics to identify knowledge gaps, developing and executing plans to expand team capabilities in alignment with senior leadership and investment goals.
- **Value Creation & Sharing:** Identified and proposed best practices to unlock additional value and collaboration opportunities across portfolio companies, while facilitating knowledge sharing across all stakeholders and channels.
- **Content Codification & Standardization:** Developed and compiled a wide range of knowledge material, including case studies, progress reports, and expert profiles, into a centralized knowledge platform. Standardized templates to simplify knowledge capture and ensure uniformity.

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### Strategic Planning & Corporate Development

- **Market Strategy & Analysis:** Developed and executed comprehensive market strategies, underpinned by **commercial viability** analysis, competitive landscaping, and consumer behavior trends to identify profitable new business lines.
- **Corporate Strategy:** Assessing and advising on potential **joint ventures, mergers, and acquisitions (M&A)**, and identifying and developing new lines of business based on consumer behavior and profitability analysis.
- **Cross-Functional Alignment:** Liaise with **Sales, Marketing, and Management** to align strategies for revenue maximization and overall strategic coherence.
- **Client & Stakeholder Relations:** Cultivate strong business relationships with key decision-makers, strengthening industry partnerships, negotiating, and closing deals that promote sustained revenue.

**Acciona Culture**

**Project Manager - Dubai Expo, Sabic visitor center**

- **End-to-End Asset Progression:** Oversaw the progression of assets from concept through approvals (SABIC Visitors Center), ensuring delivery pathways remained optimized and aligned with executive objectives.
- **Stakeholder & Client Leadership:** Led communication among project teams, stakeholders, and clients to ensure alignment, manage expectations, and effectively integrate client insights.
- **Financial Control & Resource Allocation:** Executive Oversight of Multi-Million SAR Capital Budgets & P&L, allocating project budgets, and ensuring optimal project outcomes through rigorous cost containment and risk mitigation.
- **Business Growth:** Contributed to business development by proactively identifying opportunities with existing clients, helping to create a robust and profitable project pipeline.
- **Process Improvement:** Conducted post-project reviews to assess performance and identify lessons learned to continuously enhance future project execution.
- **Procurement Expertise:** Utilized expertise in **Bills of Quantity (BOQ)** and coordinated procurement strategy to manage the cost and supply chain for large construction projects (Riyadh Metro, Dubai Expo).
- **Asset Progression:** Supported and guided multidisciplinary internal teams (design, procurement) on best practices, ensuring analytical outputs and project reports met high professional standards.

January 2020 - December 2020

**FCC**

**Architect – Riyadh Metro**

- **Technical Project Execution:** Supervised and executed assigned technical projects, focusing on timely delivery and effective activity coordination.
- **Planning & Resource Management:** Assisted the Manager in developing project plans, budgets, and schedules, including preparing Bills of Quantity (BOQ) and coordinating with Procurement for materials.
- **Cross-Functional Coordination:** Ensured timely task completion by coordinating effectively with other engineering disciplines and subcontractors.
- **Control & Quality Support:** Financial Oversight & Project Integrity with cost control, document control, and quality control activities throughout the project lifecycle.

2017 January – 2019 December

**Aramco**

**Program Developer**

- **Program & Event Oversight:** Led a team of developers in the design, implementation, and successful delivery of cultural and national events.
- **Strategic Alignment:** Supervised project development to ensure cohesion and alignment with Saudi cultural values and strategic project goals.
- **Guidance & Quality Control:** Oversaw program delivery, providing critical feedback and guidance to maintain high standards and quality.

**EDUCATION**

**King's College London** - Master's degree in MBA, 2023-2025

**Midocean University** - Master's degree in Project Management, 2020-2022

**Imam Abdul Rahman bin Faisal University** - Interior Architecture 2015-2020

**STRENGTHS AND EXPERTISE**

High-Value Deal	Penetration Strategy	Consultative Sales Leadership
Structuring & Closing	M&A Advisory & Partner Integration	Corporate Governance & Integrity
Strategic Alliances & Partnership Development	Capital Project Bidding & Tender Management	Advanced ERP Systems (SAP & Oracle) Proficiency
Vertical Market	Strategic Account Planning & QBOs	Financial Reporting & P&L Oversight

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## Volunteering

2020 January – present

### US Embassy

- **International Representation:** Served as a **Saudi Young Leaders Exchange** representative and represented **Saudi women** at the **Women's Leadership in STEM Conference** (Cairo 2023).
- **Institutional Diplomacy & Stakeholder Relation:** Strategic Advisor – Riyadh Steering Committee (2021–Present).
- **Cultural Exchange:** Orchestrated International Diplomatic Exchange visits and events for the **USA Embassy**, acting as a Saudi youth cultural exchange representative in the USA (2020–2021).

2017 January – 2020 January

### Aramco

- **Institutional Establishment:** Led the successful establishment and operationalization of key facilities, specifically the **Library** and the **Materials Laboratory**.
- **Program Management:** Managed and executed a wide range of **Programs and Events**.