

Alla Kwieder, MBA



Nationality: British
Years of experience: 20+
Arabic (fluent) Spanish (fluent) English (native)

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I am a seasoned professional with a passion for management consulting, strategy development and implementation. My professional experience is built across various industries, including cultural and international corporations, leadership training and strategic asset management partnerships for both private and public sectors across KSA and further afar.

Strengths

Strategic Partnerships | Business Consulting | Operations | Culture | Public Engagement | Investment

Professional Experience

September 2022- Present *Director of Partnerships and Experience* Riyadh, KSA
Misk Schools- Misk City, I oversee the talent development strategy of which encompasses the partnerships and commercialisation of the sports and cultural venues and strategic asset management. I have accomplished the design and development of substantial RFP drafting and licence mapping for key sports venues and scope development within Misk City. This entails both external- internal and subsidiary stakeholder alignment across Misk Foundation teams and shared service aligning. I have achieved designing strategic partnerships and joint venture revenue commercialisation models. Covering E- sports, Karting, Golf, and the Equestrian Misk venues, amongst other R&D collaborations within Giga initiatives towards Vision 2030 in industry development. My role requires me to continue working closely with the development and leasing teams, government sporting regulatory bodies, ministries, investors and local embassies.

Partnerships Manager

Misk Schools; My role was initiated to build the departmental within the organisations shared services division during the transition period to Misk City's 12 hector campus. As part of the preparation for the transformative organisational growth, I established the partnerships procedures, governance and compliance policies and engagement activations.

January 2022 *UK International Partnerships Manager interim BD Regional Manager- MENA* London, UK
Chartered Management Institute- Semi Government; I led and management various leadership accreditation programs and products through establishing strategic global partnerships and revenue sharing partnership models amongst semi-govt. And govt. entities across the region. My role at CMI encompassed, generating and identifying new business opportunities, client retention and success and portfolio management.

Dec 2018-22 *Strategy Consultant- Contract* KSA- UK

Confidential. Private project management within various industries and bespoke account management of HNWI's and luxury brands and portfolios, mostly across Jeddah, Riyadh and London. The projects I oversaw entailed PR and brand strategy alignment, as well general management of an ultra-luxury cultural heritage giga project (KSA) valued at circa

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50BN USD through real estate roadmap shows MAPIC and MIPIM, generating investments and leasing opportunities within global markets.

Jul 2019- Dec 2020 *Business Development Manager* Riyadh, KSA
International Equestrian Resort (Luxury sports and wellness members only club). I manage daily client experience, facility readiness and stakeholder success, including Great United board. In addition to my business development and investor relationship management, I was responsible for the business growth strategy, customer relations and subscriptions, generating over 4.5 million Saudi Riyals. I also managed the VVIP client protocol and operation systems for all venues, which included a luxury goods store and various sports venues and equestrian arenas.

Jul 2019- Jul 2020 *Program Manager and Consultant* Riyadh, KSA
National Company for Learning & Education (NCLE). I managed and designed the programme budget strategy, learning trends and quality assurance metric framework and planning for a particular department. I was also responsible for recruiting, account management across multiple campuses held by the listed company soon after IPO acquisition. During this role, I was able to onboard and train staff across two campuses with new Ed-tech and project streaming solutions.

Sep 2012- Jul 2019 *Project Manager and Business Communications* Riyadh, KSA
Alyamamah University; I worked across various departments and was responsible for delivering staff training and managing the Continuous Educational Programmes, as well as industry development programmes for senior graduates, mentorship and national and international engagements.

Educational Background

2022-25	Master of Business Administration MBA	Durham University, UK
2004- 08	BA (Hons) English Language, Spanish History & Culture	Anglia Ruskin University, UK
2006-07	Erasmus Exchange Program, Language Translation	University of Granada, Spain

Professional Training

2019	Scrum Master (Agile Project Management)	CSM, Scrum Alliance
2019	Business Strategy and Financial Performance	INSEAD Business School, Fontainebleau, France
2018	Certified PRINCE2, Project Management	PeopleCert

References Available upon request.