

Areas of Expertise

- Corporate Management
- Investment Management
- Financial Due Diligence
- Real Estate Development
- Strategic Planning
- Project Financing
- Tourism & Hospitality
- Funds Management
- Sustainability

Board Memberships

SNB Capital Special Real Estate Fund, SNB Capital Board Member (Independent Director)	Nov 2023 to Present
Jones Lang LaSalle (JLL) Saudi Arabia Limited Board Member (Independent Director)	Sep 2023 to Present
Ennismore Lifestyle Investment Fund, Al-Rajhi Capital Board Member (Independent Director)	Mar 2023 to Present
Al-Rajhi REIT Publicly Traded Fund, Al-Rajhi Capital Board Member (Independent Director)	Aug 2020 to Present

Career Experience

Jones Lang LaSalle (JLL), Riyadh, Saudi Arabia Country Head, Saudi Arabia Member of the Executive Committee, Middle East & Africa	Sep 2022 to Present
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Managing JLL offices in Saudi Arabia, overseeing more than 480 real estate professionals and driving the strategy and growth for JLL services across various sectors and cities. Focusing on delivering innovative and sustainable real estate solutions for clients, leveraging technology and best practices. Developed and oversaw all operations of the fund's investment products and risk framework.

- Responsible of the "One JLL" approach to forefronts JLL's efforts to ensure client success through a multidisciplinary list of services that includes development advisory, transactional advisory, asset management, property management, and project and development consultancy.
- Oversee the strategic direction of the company and monitor its performance and day-to-day operations.
- Develop, implement, and maintain budgetary and resource allocation plans.

Tourism Development Fund (TDF), Riyadh, Saudi Arabia Executive Director Head of Real Estate & Hospitality	Apr 2020 to Aug 2022
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Managed the Real Estate & Hospitality Development department while conducting real estate technical analysis and review for all potential projects. Performed internal real estate valuations to evaluate opportunities and mitigate potential risks. Carried out feasibility studies and assessed and reviewed various income-generating assets. A gap assessment study covering 12 regions in the Kingdom was conducted. Managed and expanded new real estate development projects in the pipeline with private investors from conception to prospective project conceptualization, executed market research, determined financial feasibility, skillfully negotiated commercial terms, selected suitable hospitality operators, engaged in legal agreement review and execution, and developed progress monitoring and planning for an exit. Planned and executed strategic development strategies for tourism-related destinations and mixed-use projects worth over SAR 10bn.

- Led the fund's destination development initiative to enable the private sector to develop sustainable lifestyle destinations across the targeted regions in the Kingdom.
- Developed and oversaw all operations of the fund's investment products and risk framework.
- Designed the fund's hospitality operators' strategy and negotiated all framework agreements with partners.

Managed and ensured delivery of the largest service line in the Middle East. Conducted primary real estate valuation and advisory assignments in the Kingdom of Saudi Arabia and Kingdom of Bahrain. Prepared multiple international real estate advisory mandates with multidisciplinary recommendations, financial feasibility assessments, and highest best use studies. Performed review of income and non-income-producing assets and portfolios.

- Contributed to the development and execution of real estate investment and valuation policies.
- Delivered expert-level guidance to customers on accurate asset allocation and short- and long-term real estate strategies to maximize utilization of real estate funds.
- Formulated and executed large scale mixed-use masterplans with specialized asset classes, such as, hospitality, F&B, entertainment, industrial, healthcare, and education.

Public Investment Fund (PIF), Real Estate and Infrastructure, Riyadh, Saudi Arabia
Investment Professional

Sept 2017 to July 2018

Part of the Real Estate and Infrastructure team, to look after the real estate initiatives, assets, projects, and companies in Saudi Arabia. Reviewed and prepared an investment recommendation on several real estate related projects. Participated in the review of the PIF local Real Estate portfolio operating model. Team leader for multiple real estate development projects, managing the Development Management Office (DMO) process, involved internal and external stakeholders.

- Created and analyzed investment and development models and capital structures for several real estate projects to provide stakeholders with investment recommendations.
- Reviewed and analyzed the fund's real estate portfolio, including land bank, assets under development, and operating assets.
- Developed and led strategic initiatives, such as urban regeneration projects, recreational concepts, and sustainable cities.

Knight Frank, Valuation & Advisory, Riyadh, Saudi Arabia
Senior Consultant

May 2016 to Sept 2017

Formulated and employed real estate development strategies by executing feasibility assessments and highest best use studies. Verified comparables, demographics, and market analysis by executing primary research. Assessed and anticipated rental values by performing lease abstracts. Created and maintained all relevant documents, which contained occupancy, vacancy, and portfolio summaries.

- Received fast-track promotion from consultant to senior consultant thought outstanding performance.
- Gathered and reviewed data as well as comparable and yield evidence for real estate valuations.
- Worked on large portfolio of real estate valuation of properties across KSA, valued over SAR 50 Bn of hospitality, entertainment, healthcare, education, logistics, and mixed-use projects.
- Reviewed and analyzed market reports and trends to assess actual market prices for attainment of REITs and other real estate funds (CMA compliant).

Additional Experience

Allstate Insurance Company, Real Estate Division, Washington, DC
Financial Analyst

Mar to Dec 2015

Education

Master of Science in Finance (2015)
American University, Kogod School of Business, Washington, DC

Graduate Certificate in Real Estate, (2015)
American University, Kogod School of Business, Washington, DC

Bachelor of Business Administration in Finance (2014)
American University, Kogod School of Business, Washington, DC

Professional Certifications

- **Business Process Design for Strategic Management Certificate, MIT, Sloan School of Management (2020)**
- **Real Estate Economics and Finance Certificate, London School of Economics and Political Science (2019)**
- **TAQEEM Licensed, Saudi Authority for Accredited Valuers**