

# COMPANY PROFILE



**BEYOND CONSULTING**  
MANAGEMENT AND BUSINESS CONSULTING

📍 RIYADH, SAUDI ARABIA - AMMAN, JORDAN

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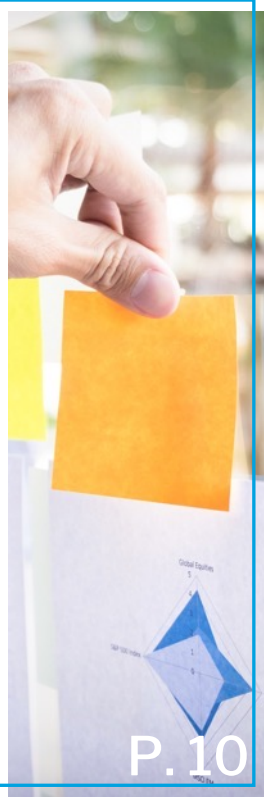
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# About Us

Beyond Consulting is a consulting firm that was established in 2011. In less than ten years, the company has been able to obtain and dominate local and regional presence, leading as one of the highly recognized and trusted consulting firms in the fields of Strategic Planning, Market Research, and Public Reform and Institutional Development. The value of the company lies within its name. Beyond Consulting believes in always going 'beyond' the expected deliverables to offer clients outcomes that serve their core needs.

What distinguishes our work is our challenge to traditional standards of management consulting. We utilize innovative tools and methodologies while also offering global consulting talent, combining it with knowledge and a deep understanding of the nature of our local culture and client requirements.

Beyond Consulting's team consists of more than 30 full-time consultants and experts, along with over 30 dedicated experts and researchers who possess over a decade of experience in strategic planning, process engineering, and economic research. These professionals hold academic and technical degrees from world-leading universities such as Harvard University, Missouri State University, and others.

Furthermore, Beyond Consulting has been able to build global alliances and partnerships with leading international and regional consulting firms in fields related to its work. These include Candestic Consulting and Hygeian Consulting, specialized in providing consultancy to the healthcare sector; Avasant Consulting, Visagio, and ADDVantage Technologies, specialized in innovation, information technology, and transformation; and Agon Consulting, a firm specializing in pharmaceutical consulting in the Middle East. Additionally, the company has formed a partnership with the Health Institutions Accreditation Council (HCAC).

2011

Year of Establishment



Branches



International Partner (+15)



Consultant and Expert (+30)



Markets



Consultancy Projects (+150)

VISAGIO

AVASANT

HCAC  
مجلس اعتماد المؤسسات الصحية  
HEALTH CARE ACCREDITATION COUNCIL

ADDVantage  
TECHNOLOGIES

Candestic

ECG

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# Our Services

## 1. Strategic Planning and Development

We are primarily known for providing strategic planning services for governments and NGOs in Jordan, Saudi Arabia, and the UAE. We have invested in tailoring our unique strategic planning and monitoring methodology, which has proven effective and successful in meeting the demands of our region.

We have had the pleasure of developing strategic plans for many reputable firms locally and regionally, including the Jordanian National Human Rights Plan (2022-2025), the Jordanian National Criminal Justice Strategy, and strategic plans for the National Center for Human Rights, the Jordanian Legislation and Opinion Bureau, the Jordanian Judicial Authority, the Companies Control Department of Jordan, Rasheed-Transparency International Jordanian Chapter, the Jordan River Foundation, Dar Abu Abdullah, the King Hussein Cancer Center, the Abdulhameed Shoman Foundation, Tkiyet Um Ali, and many others locally. Regionally, we have worked on strategic planning projects for public sector entities such as the Saudi Central Board for Accreditation of Healthcare Institutions (CBAHI), Dallah Healthcare Group (KSA), Dubai Healthcare City, Bupa Insurance, the Council of Cooperative Health Insurance (KSA), and many others.

Furthermore, we have developed our own Strategic Management System (SMS) based on our regional experience and understanding of the local culture. This ensures the best alignment between board goals and day-to-day functional efforts.



1. Strategic and Business Planning

2. Feasibility Studies



3. Market Research

4. Mergers and Acquisitions



5. Public Reform and Institutional Development



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# Our Services

## 2. Feasibility Studies

We have provided our business and financial analysis services to over 20 clients thus far. Additionally, our team has worked on more than 30 feasibility studies in various sectors, including food and beverage, cosmetics, healthcare, pharmaceuticals, ICT, E-Commerce, and others.

Our feasibility studies have encompassed numerous countries, such as KSA, UAE, Qatar, Jordan, the EU, and the US markets. As a result, our team has gained substantial experience in financial modeling and planning.

Consequently, Beyond Consulting has become an official service provider for EBRD for SME support services in feasibility studies, business planning, and market research. Furthermore, Marwan Ata, our Senior Management Consultant, serves as an international advisor for EBRD and a mentor for startups in the region.

Thus far, we have served over 17 beneficiaries for EBRD in Jordan, in addition to supporting over 20 local and regional startups and entrepreneurs.

## 3. Market Research

Throughout our extensive experience in the market, our team of researchers and consultants has mastered the art of market research. Consequently, our team is equipped with the necessary analytical tools to conduct international market research, develop export marketing strategies, and conduct in-depth local market research.

The services of Beyond Consulting have extended beyond the borders of Jordan, reaching clients in KSA, UAE, Oman, Qatar, and Palestine. We offer both standard consulting services and customized research projects. This geographical expansion has been accompanied by a vertical expansion, allowing Beyond Consulting to work with prestigious high-end clients such as IESC, TetraTech, and Kaizen. Additionally, we have become a certified service provider for the EBRD and have successfully completed over 15 projects with them.

As a company that strives to go "beyond," our service portfolio has expanded to include market and value chain research, specialized industry analysis, qualitative and quantitative research, as well as support for job creation.

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# Our Services

## 4. Merges and Acquisitions

Since 2011, we have offered our Mergers and Acquisitions consulting services to over 20 clients in the Middle East, including Jordan, KSA, UAE, Oman, and Iraq.

Our team has successfully led the M&A efforts for our clients, starting from developing the M&A strategy, identifying targets, conducting target screening and shortlisting, initiating the process, performing valuation, conducting due diligence, and ultimately closing the deals.

Supported by our diversified experience across various sectors such as healthcare, pharmaceuticals, industrial, ICT, and others, we have been able to provide our M&A services effectively.

Our deep knowledge and understanding of the local culture and business environment in the Middle East are significant assets that we rely on to generate value for our clients. These assets help us find the right targets and successfully facilitate the M&A process, aligning with their strategies and goals.

## 5. Public Reform and Institutional Development

We have provided our public reforming and institutional development services to various public sector clients in Jordan and the MENA region. We possess the capability to customize our offerings to ensure the seamless achievement of our clients' goals and objectives in the public sector.

Our services encompass organizational development, strategic planning, capacity building, and the design of new programs and initiatives. We employ a proven and tested methodology and approach that incorporates best practices, as well as international and regional benchmarks. By integrating systems and providing data-driven solutions, we strive to achieve high-impact and sustainable results.

Our team of consultants has worked on numerous public reforming and institutional development projects for esteemed institutions, including the Prime Ministry, Ministry of Justice, Jordan River Foundation, Council of Cooperative Health Insurance in KSA, Al Madinah Award organization in KSA, Ministry of Communication and Information Technology in Sudan, and many others.



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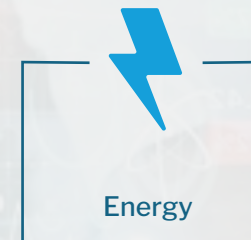
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# Key Sectors

Beyond Consulting has forged strategic partnerships with top-tier international and regional consulting firms across various sectors that align with its expertise. These sectors include, but are not limited to, healthcare, digital transformation and IT, public reform, and energy.

Notable partnerships in these fields include Cantec Energy, specializing in energy-related consulting services; Candestic Consulting and Hygeian Consulting, renowned for their healthcare consultancy services; and Avasant Consulting, Visagio, and ADDVantage Technologies, which specialize in innovation, information technology, and transformation. Furthermore, the company has joined forces with The Energy Consulting Group, a leading consulting firm in the energy field, and Agon Consulting, a reputable consulting firm in the pharmaceutical sector in the Middle East.

Additionally, Beyond Consulting has established a valuable partnership with the Health Institutions Accreditation Council (HCAC).



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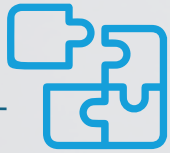
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# Why Us?



Flexible and continuous support



Practical and results oriented consulting services



In depth specialty and knowledge in diversified sectors



Tilored consulting services



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# Key Clients

Beyond Consulting has a strong track record of working with public and private sectors, as well as non-governmental organizations in over six countries. The reference list of Beyond Consulting includes over 150+ clients in Jordan, KSA, UAE, Oman, Iraq and Palestine.



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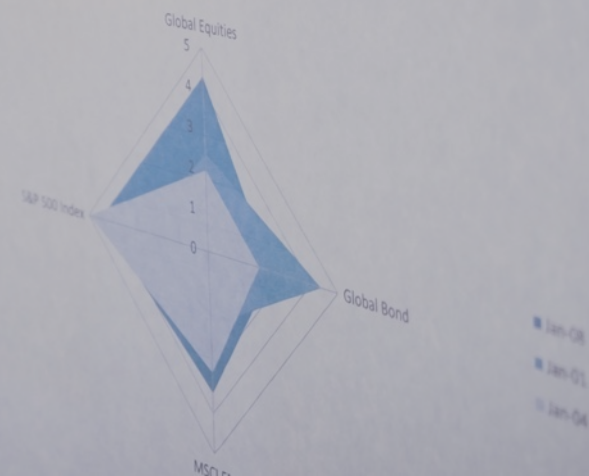
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# Key Projects





# Key Projects



**TAM**  
CONSULTANTS



## Ministry of Tourism - KSA 2022

Beyond consulting was contracted by TAM consulting to develop and implement initiatives that strengthen governmental relationships with the ministry of tourism's stakeholders to increase efficiency and contribute to the development and readiness of tourist destinations.



وزارة الثقافة  
Ministry of Culture



## Industrial Heritage Strategy and The Saudi Society for the Preservation of Industrial Heritage – KSA-2022

Beyond consulting was contracted by iValue Consulting to conduct a project led by the Ministry of Culture. The project was divided into two parts, the first part's scope of work included international country benchmarking in terms of best practices in the industrial heritage sector, conducting current state assessment in the kingdom regards industrial heritage, stakeholders mapping and analysis, and developing strategic vision, values, pillars, objectives, initiatives, and KPIs. The second part included the development of the Incorporation and operating plan, Human resources plan, the society processes re-engineering, and implementation of an awareness campaign.




## IDV - Intelligent Digitalization Venture Organizational Transformation - 2022

Beyond Consulting developed a strategic and management plan to enhance IDV readiness for investments and empower it to become an appealing option for potential investors in terms of business model, internal structure, legal arrangements, managerial capabilities, and internal systems. The project involved ongoing planning, monitoring, analysis, and assessment of all necessities IDV needs to meet its goals and objectives.

# Key Projects



## Al-Madina Excellence Award Foundation KSA 2020

Beyond Consulting was contracted by Impact Partners KSA to develop a new excellence award for Al-Madina foundation. The project entailed national and international benchmarking, key stakeholders meeting, and developing excellence model in addition to executing the Award and evaluating over 15 public institutions.



## Bupa Health Insurance 2020-2021 Establish and Update SOPs

Beyond Consulting was contracted by BUPA KSA to execute a project aimed at updating and developing policies and procedures for the digital transformation sector and preparing the management to comply with quality management requirements (ISO 9001). The project included conducting multiple meetings, developing various guidelines and operational models, as well as creating process matrices, policies, key performance indicators, process flowcharts, authority matrices, and procedure templates.



## General Authority for Awqaf- KSA 2022

Beyond Consulting was contracted by Impact Partners KSA to provide one-year consultation support to design and develop eight different products and business cases to support and enhance the impact of licensing management. In addition, it providing ongoing support for the internal administration to meet their progress and strategic objective.



# Key Projects



## Dallah Pharma - Business restructuring plan KSA-2018

Beyond Consulting has successfully developed a business restructuring plan for Dallah Pharma in the Kingdom of Saudi Arabia. The project included conducting comprehensive market research for the pharmaceutical market in the GCC countries, identifying potential products, recommending production lines, and upgrading activities in terms of technical improvement and organizational structure.



مصنع المحاليل الطبية  
Pharmaceutical Solutions Industry



## Pharmaceutical Solutions Industry 2019 Market Research

Beyond Consulting was contracted to perform a regional market assessment of the liquid dosage forms of the pharmaceutical market. The project involved conducting a comprehensive sales and market analysis, identifying potential market expansion opportunities, and validating the results.



مجلس التعاون الصحي التعاوني  
Council of Cooperative Health Insurance



## Council of Cooperative Health Insurance 2020-2021 Developing SOPs for all the departments within a regulatory

Beyond Consulting has been contracted to implement an organization-wide project to establish and update policies and procedures for 11 divisions of the Council of Cooperative Health Insurance in the Kingdom of Saudi Arabia. The manuals included procedural steps, policies, key performance indicators, procedure charts, authority matrices, procedure forms, and a service level agreement (SLA) manual.

# Key Projects



## Tech Champion Program - MCIT/KSA- 2023

Beyond Consulting was contracted by the Ministry of Communications and Information Technology to design a program, that works on accelerating the growth of medium to large tech companies both locally and regionally in strategically selected technology domains and digitally enabled sectors in KSA.



## The Jordanian Hashemite Fund for Human Development (JOHUD)-2013

Provide internal consultation over six months period for the project of investment real estate owned by JOHUD, the consultancy includes developing investments strategy, conducting feasibility analysis of opportunities, marketing investment opportunities and evaluating offers.



## King Hussein Cancer Center (Jordan)- 2014

Developing KHCC strategic plan (2014-2017) and contracted later on for two-years commitment to supervise the implementation of the strategic plan. The project included comprehensive analysis of the center's internal environment, business model, human capital, and infrastructure in addition to local market assessment, salary benchmark and financial planning.



# Key Projects



## Developing Innovative and Diversified Touristic Products Across Jordan - 2022

Beyond Consulting was contracted by Leaders International to enhance the competitiveness of the tourism industry through diversifying touristic offerings and adapting to recent traveling trends. Moreover, Beyond Consulting built the capacity of travel-experience operators through different support mechanisms, business linkages, and training programs; to enable them to provide curated experiences to inbound and local travelers.



## Strategic Planning Support- IRC Jordan Office

Beyond Consulting was contracted by IRC-Jordan to conduct a desk review of the assessments and collected data for IRC Strategic Action Plan to support in finalizing the Implementation Plan of the Country Program. Along with providing recommendations to shape the SAP and IP recurrent reviews, decision making routines, and the overall program development and expansion



## USAID – BGA – ONE TO MANY EXPORTS-2023

Beyond Consulting was contracted by USAID BGA to develop the "Saudi Market Penetration Program," aimed at facilitating the entry of SMEs in the service sector into the Saudi market. The program includes an export readiness assessment to identify gaps and areas requiring intervention.

Moreover, comprehensive support to each SME during the business development phase will be provided, including outreach to potential buyers/agents, facilitating the matching process, arranging visits to buyers, conducting business development activities, capacity-building initiatives, and ensuring effective correspondence to ensure successful exports for these SMEs as they enter the Saudi market.

# Key Projects



## Jordan River Foundation (JRF)- 2022

Beyond Consulting successfully developed JRF (Strategic Plan - 2021-2023) and operational plans, including determining their future national role in social and economic development and empowerment. The project entailed conducting over 20 stakeholder interviews and focus groups in addition to international benchmarking.



## Strategic and Growth Plan for Al-Amal Hospital-Jordan 2022

Beyond Consulting was contracted by the USAID to conduct a three year strategic and growth plan for Al-Amal Hospital. The project entailed conducting an organizational and financial analysis for the hospital. In addition to conducting a market research for the healthcare sector globally, regionally and domestically. The project also included conducting a competition analysis, developing customer personas and developing the strategic and action plan for the hospital.



## Strategic Plan for The Department of State Cases- Jordan-2023

Beyond Consulting was contracted by the USAID to develop a strategic plan for the Department of State Cases. The project entailed conducting an internal organizational assessment that identified the organizational strengths and weaknesses that were then used to develop the priorities, goals, and initiatives of the department. The project also included conducting a workload analysis for the attorneys working in the department, revising and amending the organizational structure, developing job description documents for all the roles and developing standard operating procedures (SOPs) to systemize work within the department.



# Key Projects




## Market Research for Prince Hussein Technical University (HTU)-2022

Beyond Consulting was contracted by HTU to conduct a market research assessing the acceptability and duration of an apprenticeship program that HTU is working on. Followed by identifying the future potential trainees and potential donors for the apprenticeship schemes in addition to the realistic fees that the trainees are willing to pay.




## Strategic Plan for Taawon Foundation-Palestine 2022

Beyond Consulting developed Taawon Foundation's 3-year strategic plan through internal and external analysis, stakeholder mapping, program evaluation, and a comprehensive desk review to identify potential areas for future interventions.



وَدَارَةُ الْعَدْلِ



## National Criminal Justice Plan Jordan-2022

Beyond Consulting, in cooperation with the Ministry of Justice and with the support of the European Union, developed the strategy for criminal justice, one of the main components of the justice sector in the Hashemite Kingdom of Jordan. The company followed a specialized methodology in developing the strategy to meet the requirements of justice sector in general and the criminal justice component in particular, while benefiting from the recommendations and suggestions of all stakeholders related to the strategy and in a way that keeps pace with the aspirations of these parties and the latest issues related to criminal justice in the Kingdom as well.

# Key Projects



## Export Plan for Konn Homes-Jordan-2022

Beyond Consulting was contracted by the USAID to develop an export plan, company profile, and pitch deck for Konn Homes, where the Saudi market was studied in detail to assess the opportunities and appetite for the precast construction in KSA and what kind of collaborations and partnerships are available for Konn Homes there.



## Market Entry Strategy to the EU Market-BioEnergy Tech- 2022

Beyond Consulting was contracted by the USAID-BGA to conduct a market entry strategy for BioEnergy Tech (a Jordanian food supplements manufacturing company) to the European Union market, including an action plan on how the company will reach potential customers in the target country and providing clear information on market objectives, market segmentation and positioning, entry mode strategy and the export marketing mix elements and delivery methods. The project included studying all EU countries and assessing them based on an agreed upon criteria to shortlist the countries and select the most attractive 2 countries that BioEnergy can penetrate. After selecting the 2 countries the consultants advised on the most appropriate market entry mode and strategy.



## Corporate Entrepreneurship Responsibility Alliance – Jordan-2022

Beyond Consulting was contracted by Leaders International to work on developing the competitiveness of local Jordanian MSMEs and enabling them to integrate their products into local and global supply chains. Specifically, the project developed the competitiveness of 90 SMEs by addressing their capacity constraints to meet quality and consistency requirements of local Jordanian corporates.



# Key Projects




## Jordan - Employment Promotion Programme-2021

Beyond Consulting was awarded a one-year tender to empower MSMEs in Jordanian Governorates to expand their businesses and create job opportunities in several sectors. The project entails assessing the internal capacities of the selected MSMEs, conducting value chain analysis, developing capacity building and improvement plans, in addition to coaching the owners for 6-months on executing the plans.



## Revised national human rights plan 2021

Beyond Consulting partnered with the Government Coordinator for Human Rights and received USAID support to update and review the National Human Rights Plan (2016-2025), and conducted a strategic assessment to track progress, mapped and analysed key stakeholders, set international benchmarks, reviewed goals and targets, and aligned new initiatives and action plans with SDGs and UPR report 2018 recommendations. Beyond Consulting worked with the technical committee headed by the Minister of Justice, to lead the way in issuing Revised National Human Rights Plan (2016-2025).




## Pharmaceutical Establishment Feasibility Study Iraq-2022

Agon Consulting engaged Beyond Consulting to undertake comprehensive feasibility studies for a series of pharmaceutical projects within Iraq. The scope of Beyond Consulting's role involved, among other responsibilities, in-depth market research into General Formulation drugs, Cepha drugs, Vials, and Penicillin factories, locally and globally. Alongside this, Beyond Consulting carried out rigorous feasibility analyses of the four different types of factories, providing crucial insights that would shape the decision-making process for these pharmaceutical initiatives.

# Key Projects




## SMEs Franchise Development Project- 2021

Beyond Consulting was contracted to provide consultative advice for five companies in Oman from two sectors in order to prepare them to pursue franchising opportunities. This included preparing franchise strategic plans, legal input documents, franchise operating manuals and franchise marketing manual.



وَدَارَةُ الْعَدْلِ



## Prime Ministry of Jordan – National Human Rights Plan-2021

Beyond Consulting worked in cooperation with the Government Coordinator for Human Rights in the Prime Ministry and with the support of USAID to review and update the National Human Rights Plan (2016-2025). The scope of work included conducting a strategic assessment of the progress of the national projects and initiatives until the end of 2020, mapping and analysing the key stakeholders, setting international benchmarks for countries in terms of national ranking and results in relevant international indicators, reviewing the goals and targets, meeting and discussing with stakeholders and aligning and formulating the new initiatives and action plan with the SDGs and recommendations contained in the UPR report 2018.



المركز الوطني لحقوق الإنسان  
The National Centre for Human Rights



## USAID ROLP - National Centre of Human Rights-2021

Beyond Consulting was contracted by the Rule of Law – USAID funded project to develop the NCHR Strategic Plan (2021-2023). The project entailed comprehensive regulatory framework assessment, stakeholder's analysis and the development of the strategic plan in full alignment with national reform goals, and the national strategy (Jordan 2025), and the international Sustainable Development Goals (SDGs).



# Key Projects



## King Abdullah II Center for Excellence - Jordan 2019

Beyond Consulting was contracted by KACE to conduct a national assessment and study of institutional development units in public sector institutes and ministries and develop a national guideline for these units, which was later adopted by King Abdullah II Center of Excellence and approved by the Prime Ministry of Jordan as an operating reference guideline.



## Juman Pharmaceutical (Jordan)-2019

Beyond Consulting was contracted to conduct feasibility study of establishing a factory for producing solid dosage form products in Jordan. The project entailed assessing the MENA region for identifying market opportunities and included a comprehensive technical and financial analysis.



## The Kaizen Company, USA-2020

Beyond Consulting was contracted as a startup consultant to support the Jordan ESMP Project Team with in-country startup-related activities, adhering to Jordan-specific country requirements.

# Key Projects



## Dubai Healthcare City (UAE)-2018

Beyond Consulting worked with the Healthcare Accreditation Council (HCAC) on the development and establishment of Dubai Healthcare City Accreditation unit, and assisting them to obtain ISQua International Accreditation. The project entailed the development of DHCC strategic plan (2019-2022) and operational and functional plans.



## European Bank for Reconstruction and Development (EBRD)-2019

Conducting ten business plans for the beneficiary of the EBRD in Jordan, through which Beyond Consulting researched several international markets and guided the development of business and financial plans. Beyond Consulting has been selected among the few approved service providers for the EBRD due to the proven expertise, professional delivery, as well as for being one of the fastest growing consulting firms in Jordan.



## Legislation Bureau of Jordan (Prime Ministry of Jordan) – Jordan-2019

Beyond Consulting was contracted by the Rule of Law – USAID funded project to develop the Legislation Bureau's Strategic Plan (2020-2022). The project entailed comprehensive regulatory framework assessment, stakeholders' analysis and the development of the strategic plan in full alignment with national reform goals, and the national strategy (Jordan 2025).



# Key Projects



## Judicial Authority-2017

Beyond Consulting successfully developed the Judicial Authority Strategy (Strategic Plan - 2017-2021) in addition to Operational Plans for each unit of the Secretariat of the Judicial Authority as per their Strategic Plan (2017-2021) in addition to Action Plans for each of the courts.



مؤسسة عبد الحميد شومان  
ABDUL HAMEED SHOMAN FOUNDATION  
البنك العربي - ARAB BANK



## Abdul Hameed Shoman Foundation (Jordan)-2017

Conducting market research in Jordanian governorates to assess the local communities' cultural needs which was done through focus groups and random sampling interviews. The scope of work also included stakeholders' analysis through over 56 interviews with NGOs and public sector representatives



## Companies Control Department (CCD)- 2018

Beyond Consulting was contracted to work on business process re-engineering of the services provided by the Jordanian Companies Control Department (CCD).

# Key Projects



## Agon Consulting (Qatar) -2016

Developed a feasibility study for establishing a pharmaceutical factory in Qatar, in addition to a comprehensive technical and financial analysis. The project also included a thorough analysis of the firm's export potential to the MENA markets.



## Health Care Accreditation Council (HCAC)-2017

Developing HCAC strategic plan (2018-2020) which includes national positioning and regional expansion plans. The project entailed comprehensive local and regional market research, stakeholders' analysis, and identification of local and regional opportunities.



## Jordan Heritage Revival Company (JHRC)-2017

The objective of this consultancy was to prepare a Business Plan that clearly outlines the overall development strategy for Jordan Heritage Revival Company (JHRC) and its re-enactment shows in Wadi Rum, Petra, Shobak, and Um Qais, during the coming 5 years with a clear focus on service provision and sustainability; and incorporating comprehensive approaches to management, infrastructure, customers/stakeholders, finance and human resources and organizational sustainability.



# Key Projects



## Health Care Accreditation Council (HCAC)-2014

Developing HCAC new strategic plan (2015-2017) based on the new local and regional healthcare market trends and opportunities.



## Embassy of India in Amman (Jordan)-2015

The project entailed conducting a trade analysis to survey the current bilateral trade between India and Jordan and understand its current declining status. Our team of consultants surveyed the market and met with subject matter experts in the domain to capture the real root causes behind that and recommend suggestions to overcome any identified obstacles.



## SitatByoot – MicroFund for Women (Jordan)-2016

Developing and delivering online training courses for women and MSMEs on how to plan and launch businesses. The courses were published on SitatByoot website and social media channels and were viewed by over 50,000 women locally and regionally.

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# Team of Consultants







*Rami Abed*

### Biography

Rami holds an MBA degree from the German Jordanian University, and a B.Sc. in Business Management (Al-Zaytoonah University, Jordan), certified ISO consultant, Certified EFQM Assessor. a Diploma in Medical Lab Technology (Royal Medical Services College, Jordan), and a certified Strategic Planning Consultant (University of Missouri, USA).

He has accrued over ten years of practical experience as Strategic Planning and Management Consultant, with proven track record in developing strategic and business plans, export market research, marketing strategies and feasibility studies in Jordan, KSA and UAE, and he has more than 15 years of experience as organizational development specialist in the public and healthcare sectors.



*Dr Suliman Al Ghamdi*

### Biography

Dr. Suliman Al Ghamdi graduated from King Abdulaziz University, Faculty of Medicine, Jeddah, Saudi Arabia in 1997. He completed his Residency Training Program in Oncology in December 2004 at Ottawa Regional Cancer Centre, University of Ottawa, Ontario, Canada.

Suliman obtained his master's degree in business and Entrepreneurship in 2020, from Prince Mohammed Bin Salman Collage. With all his experience and knowledge in the R&D and Entrepreneurship, he could turn his family business to a venture investment by investing in and acquiring start-ups companies locally and internationally.



*Marwan Ata*

### Biography

Marwan holds a graduate certificate in Innovation and Entrepreneurship from Harvard Extension School, and MBA degree from the German Jordanian University, and a B.Sc. in Industrial Engineering from the University of Jordan. He is also an International Certified Valuation Specialist (ICVS) by The International Association of Consultants, Valuators and Analysts (IACVA), and a certified Strategic Planning Consultant (University of Missouri, USA).

He has accrued over ten years of practical experience executing over 150+ consulting projects through his career.



*Samar Diab*

### Biography

Samar has more than 9 years of practical experience in the consulting domain, she has an international business exposure through working with international leading consulting firms such as Dun & Bradstreet. Has a proven track in the fields of strategic planning, marketing planning, managing, and implementing various projects in Jordan, UAE, Qatar and Oman. Results oriented individual with business exposure to international and diverse environments.

Worked on over 50 consulting projects in the fields of franchising, market research, marketing plans, survey analysis, strategy formulating and implementation.



## Business and Management Consultant

### Skills

- International Certified Business Valuator by IACVA.
- Startups coaching and consulting.
- SME coaching and consulting.
- Feasibility Studies and Financial Planning.
- Certified Trainer in the fields of Export Management and International Market Research.
- International market research.
- Developing strategic plans for associations and NGOs in Jordan and the KSA.

### Overview

Marwan holds a graduate certificate in Innovation and Entrepreneurship from Harvard Extension School, and MBA degree from the German Jordanian University, and a B.Sc. in Industrial Engineering from the University of Jordan. He is also an International Certified Valuation Specialist (ICVS) by The International Association of Consultants, Valuators and Analysts (IACVA), and a certified Strategic Planning Consultant (University of Missouri, USA).

He has accrued over ten years of practical experience as a Strategic Planning and Management Consultant, with proven track record in developing strategic and business plans, export market research, marketing strategies and feasibility studies in Jordan, KSA and UAE, and has provided consultancy services to many top global consultancy firms such as World Bank Group, Deloitte, IESC, TetraTech, Kaizen and D&B.

He developed the strategic plans for many reputable firms such the Judicial Authority's Strategic Plan (2017-2021), Jordan River Foundation, Legislation Bureau of Jordan (Prime Ministry of Jordan), Institute of Public Administration (IPA), National Healthcare Strategy for King Abdullah II Center for Excellence, Jordan Heritage Revival Company (JHRC), Takeyyet Um Ali, Health Care Accreditation Council, and Dubai Healthcare Authority, National Center for Human Rights (NCHR), in addition to developing the revised National Human Rights Plan (2016-2025) and Criminal Justice Strategy (2022-2026).

Marwan is a certified trainer in the fields of strategic planning and management, supported with excellent communication skills, and has designed and delivered over 16 training seminars and workshops in the fields of strategic planning, marketing, and entrepreneurial skills. Marwan has gained comprehensive regional and multi-cultural experience by undertaking projects in the KSA, the UAE and Palestine.

### Experience

- January 2012 till present, Management Consultant and Trainer at Beyond Consulting Ltd.
- 2010 – 2012, Management Consultant at Competence Management Consulting Ltd.
- 2008 – 2010 Institutional Transformation Specialist at USAID – Jordan Economic Development Program (SABEQ).

### Education, Trainings and Certifications

- Graduate Certificate in Innovation and Entrepreneurship, Harvard Extension School, USA.
- Masters of Business Administration in Marketing (MBA), German-Jordanian University, Jordan.
- Bachelor of Science in Industrial Engineering (BS), University of Jordan, Jordan.
- International Certified Valuation Specialist (ICVS) by The International Association of Consultants, Valuators and Analysts.
- Certified Strategic Planning Consultant –University of Missouri (USA).
- Certified Marketing and Export Planning Trainer, Jordan Exporters Association.





## Business and Management Consultant

### Skills

- Strategic planning.
- Quality Management.
- Risk management.
- Workforce analysis and planning.
- Organizational assessment.
- Certified ISO Consultant.
- Certified Lead Auditor.
- Certified Health Care Quality Practitioner.
- Business process management and performance improvement.

### Overview

Rami holds an MBA degree from the German Jordanian University, and a B.Sc. in Business Management (Al-Zaytoonah University, Jordan), certified ISO consultant, Certified EFQM Assessor. a Diploma in Medical Lab Technology (Royal Medical Services College, Jordan), and a certified Strategic Planning Consultant (University of Missouri, USA).

He has accrued over ten years of practical experience as Strategic Planning and Management Consultant, with proven track record in developing strategic and business plans, export market research, marketing strategies and feasibility studies in Jordan, KSA and UAE, and he has more than 15 years of experience as organizational development specialist in the public and healthcare sectors.

He developed the strategic plans for many reputable firms such the Judicial Authority's Strategic Plan (2017-2021), Legislation Bureau of Jordan (Prime Ministry of Jordan), Institute of Public Administration (IPA), National Healthcare Strategy for King Abdullah II Center for Excellence, Jordan Heritage Revival Company (JHRC), Takeyyet Um Ali, Health Care Accreditation Council(HCAC), and Dubai Healthcare Authority, National Center for Human Rights (NCHR), in addition to developing the revised National Human Rights Plan (2016-2025) and Criminal Justice Strategy (2022-2026).

Rami is a certified trainer in the fields of strategic planning, quality management, business development and in developing Key Performance Indicators (KPIs). Furthermore, Rami has published 4 research papers and 2 articles in the health care and quality management fields.

### Experience

- January 2014 till present, Management Consultant and Trainer at Beyond Consulting Ltd.
- 2010 – 2014, Manager Assistant and Training and Development Officer at Allied Health Professions DRMS.
- 2008 – 2010, Quality Manager Assistant and Training and Development Officer at DRMS – PRINCESS IMAN RESEARCH & LAB SCIENCES CENTER.

### Education, Trainings and Certifications

- Masters of Business Administration in Marketing (MBA) in Quality Management, German-Jordanian University.
- Bachelor in Business Management Al-Zaytoonah University, Amman.
- Diploma in Medical Lab Technology Royal Medical Services College, Jordan.
- Certified Strategic Planning Consultant –University of Missouri (USA).
- Certified Lead Auditor from IRCA.
- Certified ISO 9001:2015 lead auditor, SGS.
- Certified ISO 9001 Consultant, SGS.
- Certified Health Care Quality Practitioner, HCAC .
- Certified Institutional Assessor by EFQM – KACE.



## Business and Management Consultant

### Skills

- Strategic Planning.
- Market Research and Analytics.
- Project Management.
- Managing Clients and Communication.
- Strong Interpersonal Skills.

### Overview

A management consulting professional with more than 9 years of practical experience in the consulting domain, has an international business exposure through working with international leading consulting firms such as Dun & Bradstreet. Has a proven track in the fields of strategic planning, marketing planning, managing, and implementing various projects in Jordan, UAE, Qatar and Oman. Results oriented individual with business exposure to international and diverse environments.

Worked on over 30 consulting projects in the fields of franchising, market research, marketing plans, survey analysis, strategy formulating and implementation, and feasibility studies for many reputable firms such as Qatar Development Bank, Riyadh Public Authority for Small and Medium Enterprises Development (Oman), Abdul Hameed Shoman Foundation, King Hussein Cancer Center, and many others.

### Experience

- Jan 2022-present, Management Consultant at Beyond Consulting Ltd.
- Dec 2019 – May 2021, Associate consultant at Dun & Bradstreet.
- Jan 2018- Nov2019, Management Consultant at Beyond Consulting Ltd.
- Sep 2013- Dec 2017, Associate Consultant at Beyond Consulting Ltd.

### Education, Trainings and Certifications

- Bachelor of Management Information Systems, Al Balqa'a University, Jordan (2014).
- Finance for Non-finance Executives, KPMG.
- Management Consulting Essentials, EBRD.





## Business and Management Consultant

### Skills

- Strategic Planning.
- Business Modeling.
- Feasibility Planning.
- Market Planning.
- Business Planning.
- Financial Planning and Reporting.
- Leadership and People Management.
- Customer Experience/ Impact Measurement.
- Customer Focus for Business Excellence.
- Project Management.

### Overview

Muhab is a management consultant with more than four years of experience. Muhab has a B.Sc in industrial engineering which he acquired from the Eastern Mediterranean University. In addition to his B.Sc., Muhab also holds a certificate from Cambridge Academy in Business Administration.

Muhab has extensive experience which includes working with private, public and non-for-profit sectors both locally and regionally. Muhab's experience varies within different industries and sectors such as Pharmaceutical, Healthcare, F&B, and various Governmental Sectors. Muhab has worked on various market research projects, some of the entities she worked with include (but are not limited to) HCAC, Pharmaceutical companies, World Bank and others. Muhab has led and conducted several focus groups working with the likes of Avrio Impact, GIZ and others. Muhab has advanced experience in the areas of market research, strategic planning, feasibility studies, and business planning.

In addition to that, Muhab has vast experience in Entrepreneurial Consulting helping SMEs and start-ups through the Virtual Accelerator Program (VAP) that was developed by Beyond Consulting.

### Experience

- July 2021-present, Management Consultant at Beyond Consulting.
- July 2019-June 2021, Associate Consultant at Beyond Consulting.
- July 2018-June 2019, Business Analyst at Beyond Consulting.

### Education, Trainings and Certifications

- Bachelor of Industrial Engineering, Eastern Mediterranean University- Northern Cyprus.
- Certificate of Business Administration, Cambridge Academy.



## Project Manager

### Skills

- Project Management.
- Marketing.
- Resource Planning And Development.
- Business Development.
- Operations Management.
- Systems and Policies Development.

### Overview

Samer has more than nine years of practical experience in the Administrative and Marketing fields. He has joined Beyond Consulting team since early 2018, where he has applied his experience through carrying out multiple projects, Samer is a key player in handling e-marketing projects and building business development opportunities, as he has a proven track record in these aspects.

Samer acted as Project Manager in numerous projects in the different fields, where he demonstrated the ability of project planning, resource management, reaching out vendors and third parties, handling clients' needs and maintaining a high level of satisfaction through a successful delivery of the project's deliverables on time. Samer also plays a vital role in assisting other senior consultants in terms of defining project scope and budget, including all relevant stakeholders and ensuring technical feasibility and conduct context analysis meetings with the clients.

### Experience

- June 2019 till present, Project Manager at Beyond Consulting Ltd.
- January 2019 – May 2019 Marketing Manager at Matjar.
- Nov 2017 – Oct 2018 , Partner – General Manager at Restaurant and Cafe.
- January 2014 – October 2017 Marketing & Business Development at Mawdoo3.com.

### Education, Trainings and Certifications

- Diploma in Electric Power Systems.
- Certified Internet Marketing Practitioner (CIMP).





## Project Manager

### Skills

- Project Management.
- Stakeholder Management.
- Mapping and monitoring project plans.
- Documenting and following up on important actions.
- Data collection and analysis.
- Market research.
- Arabic & English Translation.
- Communication and interpersonal skills.

### Overview

Laith has over four years in project management at Beyond Consulting, and over 8 years collectively in managing and coordinating projects from meetings to interviews, in addition to fully training and managing the field team for data collection and analysis to result in sufficient outcomes while keeping an open eye on the safety of the team during any field experience, all with consent and applause from stakeholders.

Laith has excelled in maintaining and monitoring project plans that include scheduling and developing project strategies, budgets, and expenditures and with the responsibility of translating results from English to Arabic and vice versa. Laith has acted as the project manager on numerous of Beyond's big projects in numerous regional locations and internationally.

Laith worked on several projects in the employment domain, through-out his work in the Jordanian governorates, Laith was able to successfully ensure over +500 sustainable jobs for Jordanian youth and women, over 50% of these jobs took place in the tourism sector in Karak, Balqa, Jordan Valley, Southern Shouneh, Jerash, Aqaba, Madaba and many other Jordanian Governorates.

In addition, Laith performed holistic market need assessment studies for reputable clients such as GIZ project focused on supporting CBOs and Intermediaries and linking them with lead firms for the purpose of empowering women-owned MSMEs, as well as to Better Work, IFC and Avrio Global targeting various sectors such as telecommunication sector, garment sector, healthcare sectors, and others.

### Experience

- 2018 till present, Project Manager at Beyond Consulting Ltd.
- 2016 – 2017, Supervisor at Manaseer Group.
- 2013 – 2016, Events Management Coordinator at Beats Events Production.

### Education, Trainings and Certifications

- Bachelor of Economics, Business Administration at Al Zaytona University, Jordan.



## Business and Management Consultant

### Skills

- Strategic Planning.
- Market Research.
- Feasibility Studies and Business Planning.
- SME Consulting.
- Project Management.
- Quality Management.
- Human Resources Management.
- Communication and interpersonal skills.

### Overview

Razan holds a B.Sc. in industrial engineering from the University of Jordan and a Project Management Professional (PMP) certificate from the Project Management Institute (PMI). In addition to that she holds a certificate from Cambridge Academy in Business Administration.

Razan has more than four years of progressive experience in the areas of market research, strategic planning, feasibility studies, market planning, and business planning. Furthermore, her experience includes working on management consulting projects that are internationally funded for the benefit of small, medium, and large enterprises in the public and private sectors in Jordan and Saudi Arabia.

She has broad knowledge in several managerial fields such as Strategic Planning, Customer Focus for Business Excellence, Human Resources Management, and Project Management.

Razan gained experience in strategic planning as she worked on different projects such as National Center for Human Rights (NCHR) in Jordan, in addition to developing the revised National Human Rights Plan (2016-2025) and Criminal Justice Strategy (2022-2026) in Jordan. Furthermore, she worked on developing initiatives for engaging partners for the Ministry of Tourism in Saudi Arabia.

### Experience

- July 2021-Present, Management Consultant at Beyond Consulting.
- July 2019-June 2021, Associate Consultant at Beyond Consulting.
- August 2018-June 2019, Business Analyst at Beyond Consulting.

### Education, Trainings and Certifications

- Bachelor of Science in Industrial Engineering (BS), University of Jordan, Jordan.
- Project Management Professional (PMP), Project Management Institute (PMI).
- Certificate of Business Administration, Cambridge Academy.





## Business and Management Consultant

### Skills

- Market Research.
- Feasibility Studies.
- Business Analysis.
- Project Management.
- Strategic Planning.
- Organizational Development.
- Export Studies.
- Communication and interpersonal skills.

### Overview

Ahmad holds a B.Sc. & M.Sc in industrial engineering from the Jordan University of Science and Technology. He also holds a Project Management Professional (PMP) and Professional in Business Analysis (PBA) certificates from the Project Management Institute (PMI).

Ahmad has more than five years of progressive experience in the areas of business analysis, strategic planning, export strategies, feasibility studies, market research, management, and business planning. Furthermore, his experience includes working on management and industrial consulting projects for the benefit of small, medium, and large enterprises in the private and public sector.

Ahmad has an extensive experience working with private, public, and non-for-profit sectors in Jordan and Saudi Arabia. He had worked on projects for many reputable firms such as Saudi Export Development Authority (SEDA), SABIC, Saudi Ministry of industry and mineral resources, Jordanian Judicial Council, Higher Council for the Rights of Persons with Disabilities, and Amman Chamber of Industry.

### Experience

- Dec 2022 - Present, Management Consultant at Beyond Consulting.
- Jun 2019 - Nov 2022, Associate Consultant at Alokab Consulting.
- 2017-2020, Jordan University and Science of Technology.

### Education, Trainings and Certifications

- Bachelor of Science in Industrial Engineering (B.Sc), Jordan University and Science of Technology, Jordan.
- Master of Science in Industrial Engineering (M.Sc), Jordan University and Science of Technology, Jordan.
- Project Management Professional (PMP), Project Management Institute (PMI).
- Professional in Business Analysis (PBA), Project Management Institute (PMI).



## Business and Management Consultant

### Skills

- Developing strategic plans for associations and NGOs.
- Market research.
- Digital Marketing.
- Data Analysis.
- Feasibility Studies and Financial Planning.
- Business Process Reengineering.
- Project Management.
- Communication and interpersonal skills.

### Overview

Dina holds a master's degree in Business Entrepreneurship and a bachelor's degree in Business Administration from Princess Sumaya's University for Technology.

With over three years of progressive experience in market research, data collection, and analysis, Dina has worked on a wide range of consulting projects in areas such as market research, digital marketing, strategic planning, business planning, feasibility studies, and franchising.

Dina has also been involved in management consulting projects that are funded internationally for the benefit of small, medium, and large enterprises in both the public and private sectors in Jordan.

Dina is passionate about helping SMEs grow their businesses, and her experience includes conducting business planning and digital marketing training sessions for SMEs in different governorates. Additionally, she has worked as a coordinator for several projects, including the Strategic Management System (SMS®) and Virtual Accelerator Program (VAP®).

### Experience

- Jan 2023-Present, Business and Management Consultant at Beyond Consulting Ltd.
- June. 2021 till Dec 2022, Associate Consultant at Beyond Consulting Ltd.
- Sep. 2020 till June. 2021, Business Analyst at Beyond Consulting Ltd.

### Education, Trainings and Certifications

- Masters in Business Entrepreneurship, Princess Sumaya University for Technology, Jordan, 2021-present.
- Bachelors in Business Administration, Princess Sumaya University of Technology, Jordan.
- Digital Marketing and Social Media Training-Jeel Media.





## Business and Management Consultant

### Skills

- National and international market research and analysis.
- Strategic Planning.
- Developing strategic plans for associations and NGOs in Jordan and the KSA.
- Feasibility Studies and Financial Planning.
- Project Management.
- Communication and interpersonal skills.
- Data collection and analysis.

### Overview

Farah holds a B.Sc. in Business Administration from Princess Sumaya University for Technology in Jordan. She is a management Consultant with over three years of experience in the fields of market research, feasibility studies and strategic planning for local and international firms.

Her experience includes conducting market research, data analysis, and financial analysis. She has managed several market research and export management projects locally and regionally throughout her career for reputable organizations and NGOs such as USAID and HTU. She has been responsible for the collection, analysis, and presentation of data. Her experience also includes working on feasibility studies for regional clients in several sectors including pharmaceuticals, and F&B.

Farah's experience in the field of business consultancy included working on management consulting projects, funded for the benefit of small, medium, and large enterprises in the public and private sectors in Jordan.

### Experience

- Jan. 2023 – Present, Management Consultant at Beyond Consulting.
- Dec. 2021 – Dec. 2022, Associate Consultant at Beyond Consulting.
- Jun. 2021 - December 2021, Business Analyst at Beyond Consulting.
- Nov. 2020 - May 2021, Associate in Assurance at PricewaterhouseCoopers.

### Education, Trainings and Certifications

- Bachelor of Business Administration, Princess Sumaya University for Technology, Jordan.



*Zaina Abuhammour*

## Business and Management Consultant

### Skills

- Strategic Planning.
- Market Research.
- Report Writing.
- Data Analysis.
- Lean startup coaching.
- Communication and interpersonal skills.
- Value Chain Analysis.

### Overview

Zaina is a management consultant with a strong background in business economics and business administration. Zaina's experience in market research and database management has helped her to efficiently collect and analyze large amounts of data, enabling her to develop insights into market trends, consumer behavior, and other factors that impact an organization's performance. Her ability to design specific research methods and formulate presentations has also allowed her to effectively communicate her findings to clients, helping them to make informed decisions based on data-driven insights.

In addition to her expertise in market research, Zaina has a rich experience in the field of strategic planning. Her experience working on management consulting projects for small, medium, and large enterprises in both the public and private sectors in Jordan has given her a deep understanding of the challenges and opportunities facing businesses in the region. Her expertise in strategic planning has allowed her to work closely with clients to develop and implement effective strategies that support their long-term growth and success.

Overall, Zaina's combination of skills and experience in market research and strategic planning make her a highly effective management consultant who is well-equipped to provide valuable advice and guidance to organizations looking to improve their performance and achieve their business objectives.

### Experience

- Dec 2022 – Present, Management Consultant at Beyond Consulting Ltd.
- Dec.2021- Nov 2022, Associate Consultant at Beyond Consulting Ltd.
- Jun. 2021 - December 2021, Business Analyst at Beyond Consulting Ltd.

### Education, Trainings and Certifications

- Bachelor of Business Economics, University of Jordan.





*Intisar Nabulsi*

**Associate Consultant**

### Skills

- Market research.
- Data Analysis.
- Strategy Planning.
- Business Planning.
- Feasibility Studies.
- Project coordination.
- Communication and interpersonal skills.

### Overview

Intisar holds B.Sc. in Mechatronics Engineering from the German Jordanian University. With more than two years of experience and a passion for driving organizational growth, she brings a diverse range of skills to the table; strategic analysis, market research, project management, data extraction and analysis, strategic planning, and presentation. Intisar is adept at analysing complex business challenges and developing innovative solutions.

She worked with various clients across different industries, including tourism, healthcare, and technology for the public and private sectors, helping them achieve their business goals through innovative solutions and data-driven insights as Intisar is adept at analysing complex business challenges and developing innovative solutions.

Furthermore, she has rich experience in business valuation, developing policies and procedures, and SME consulting. Her experience includes working on management consulting projects, funded for the benefit of small, medium, and large enterprises in Jordan. Moreover, she is involved in developing statistical models to evaluate the impact of different marketing tactics and excels in conducting in-depth strategic analysis, assessing market trends, and competitive landscapes, and identifying opportunities for business growth and optimization.

### Experience

- Jan 2023-Present, Associate Consultant at Beyond Consulting Ltd.
- March 2022 till Dec.2022, Business Analyst at Beyond Consulting Ltd.
- Oct. 2022 till Feb. 2022, Consultant at Case in Point.
- Feb. 2021 till July 2021, Mechatronics Engineer at Osram, Germany.

### Education, Trainings and Certifications

- Bachelors in Mechatronics Engineer, German Jordanian University, Jordan.



**Business Analyst**

### Skills

- Strategic Planning.
- Market Research.
- Feasibility Studies and Business Planning.
- SME Consulting.
- Communication and interpersonal skills.

### Overview

Dina holds a B.Sc. in Translation from the German Jordanian University and an MBA from the University of Bedfordshire.

Dina has over a year of experience in the areas of market research, strategic planning, feasibility studies, market planning and business planning. Furthermore, her experience includes working on management consulting projects that are internationally funded to benefit small, medium, and large enterprises in the public and private sectors in Jordan and Saudi Arabia..

### Experience

- May 2022-Present, Business Analyst at Beyond Consulting.
- August 2018-December2018, Internship at KERN AG.

### Education, Trainings and Certifications

- Bachelor of Translation, German Jordanian University, Jordan.
- MBA, Bedfordshire, England.





## Business Analyst

### Skills

- Feasibility Studies.
- Financial Planning.
- International market research.
- Market Analysis.
- Data Collection & Analysis.
- Business Planning.
- Interpersonal skills.

### Overview

Niran is an accomplished entrepreneur with a Bachelor's degree in Business Administration from Applied Science University, where she excelled in Strategic Management and International Management. Her passion for business has driven her to become a thought leader in her field, with a focus on establishing and growing successful businesses.

As a business consultant, Niran's expertise in data collection and analysis, market research, and business planning is unparalleled. Her ability to perform quantitative and qualitative research allows her to gain a comprehensive understanding of the market and create tailored solutions for her clients. Niran's exceptional skills in creating a feasibility study provide her clients with valuable insights into the viability and potential success of their business ventures.

With her extensive knowledge and experience in the industry, Niran has a proven track record in identifying and developing new markets. She is skilled in overseeing marketing initiatives and has a talent for creating innovative strategies and feasibility studies. Niran's projects have been presented both locally and internationally in countries such as Japan, Indonesia, UAE, Canada, and Jordan, demonstrating her global perspective and cultural awareness.

### Experience

Overall, Niran's unique set of skills and experience make her an asset to any business seeking to establish or expand their operations. Her unwavering commitment to delivering results and driving growth has earned her a reputation as a leading expert in the field of business and entrepreneurship.

- Aug 2022 till present, Business Analyst and at Beyond Consulting Ltd.
- 2019 - 2022, Business Development Manager at ScholaScope Inc.

### Education, Trainings and Certifications

- Bachelors in Business Administration, Applied Science University, Jordan.
- Investment Readiness Training, International Finance Corporation & ADGM.



## Business Analyst

### Skills

- Feasibility Studies.
- Data Collection & Analysis.
- Market research.
- Communication skills.

### Overview

Mira holds a B.Sc. in Business Management from Middle East University, Jordan. Her experience is focused on conducting desk research, benchmarking and developing surveys for projects in KSA and Jordan. Moreover, Mira is also experienced in performing quantitative and qualitative research, overseeing marketing initiatives, analyzing data and developing reports.

Mira's experience included working with a variety of clients across the private and public sectors, helping them to achieve their business goals through innovative solutions and data-driven insights.

### Experience

- September 2022 till present, Business Analyst at Beyond Consulting Ltd.
- February 1st 2022 – July 1st 2022, Project Assistant at Wasel for Awareness & Education.
- April 2017 – July 2021 Administrative Assistant at El-Aseel for Educational Consultancy & Students Services.

### Education, Trainings and Certifications

- Bachelor in Business Management Middle East University, Jordan.
- Advanced Diploma in Training of Trainers.





**Business Analyst**

### Skills

- Strategic Planning.
- Market Research.
- Report Writing.
- Data Analysis and presentation.
- Communication skills.

### Overview

Oaun obtained his B.SC in Management Sciences from The German Jordanian University in Jordan. He is a skilled Business Analyst with extensive experience in market research, data collection, analysis and presentation.

With a strong background in business analysis, Oaun has been involved in numerous projects for both public and private sectors, as well as NGOs. He is passionate about helping clients make informed decisions by conducting comprehensive market research and providing actionable insights.

### Experience

- Dec .2022-Present, Business Analyst at Beyond Consulting.
- March – Nov 2022, Marketing and communications Intern at Zain Cash.
- July – Sept 2020, Marketing and sales intern at Auntie Hanady's Cheesecake.
- July – August 2015, Audit intern at Ernest and Young.

### Education, Trainings and Certifications

- Bachelor of Management Sciences (BS), German Jordanian University.
- McKinsey Forward program.
- Google Digital Skills workshop.
- Management Consulting essentials training (Udemy Course).
- Bright Network UK online marketing internship.



**Business Analyst**

### Skills

- Strategic Planning.
- Market Research.
- Report Writing.
- Data Analysis and presentation.
- Communication skills.

### Overview

Mo'men obtained his B.Sc. in Industrial Engineering from German Jordanian University in Jordan. He has extensive experience in market research, data collection, analysis and presentation.

Mo'men has a keen eye for detail and is passionate about providing clients with actionable insights that help them make informed decisions. He is also experienced in the field of strategic planning, having worked on management consulting projects for small, medium, and large businesses in both the public and private sectors of Jordan and Saudi Arabia.

### Experience

- Nov. 2022 - Present, Business Analyst at Beyond Consulting.
- Oct. 2021 - Feb 2022, Internship in Supply Chain Department at Fine Hygienic Holding.
- Jan. 2020 - Feb 2020, Internship in Management Consulting at Talal Abu-Ghazaleh Global.

### Education, Trainings and Certifications

- Bachelor of Industrial Engineering, German Jordanian University, Jordan.





## Business Analyst

### Skills

- Data Analysis and Presentation.
- Market Research.
- Business Development.
- Strategic Planning.

### Overview

Mohammad holds a B.Sc. In Renewable Energy Engineering from the Middle East University in Jordan. He also holds a Professional in Business Analysis (PMI-PBA) certificate from the Project Management Institute (PMI).

He possess strong analytical and problem-solving skills, which allow him to effectively gather and document business requirements and conduct gap analysis to recommend improvements to business processes. As a business analyst Mohammad was involved in various market research projects and was responsible for data collection, analysis and presentation.

### Experience

- December 2022 – Present, Business Analyst at Beyond Consulting Ltd.
- July 2021 – January 2022, Design and field engineer at Kawar Energy.
- June 2020 – November 2020, Data Analyst at El Clasico Co.
- November 2019 – October 2022, Founding member of a local chapter at AEE.

### Education, Trainings and Certifications

- Bachelors in Renewable Energy Engineering, Middle East university, Jordan.
- Certified Professional in Business Analysis (PMI-PBA).



**Business Analyst**

### Skills

- Data Analysis and Presentation.
- Strategic Planning.
- Market Research.
- Data Analysis and presentation.
- Communication skills.
- Agile Project Management.

### Overview

Rafiq obtained his B.Sc. in Industrial Engineering from German Jordanian University in Jordan. He has extensive experience in market research, data collection, analysis and presentation.

Rafiq possesses excellent analytical and problem-solving abilities that enable him to gather and document business requirements effectively. In his role as a business analyst, Rafiq participated in several market research initiatives where he was responsible for collecting, analyzing, and presenting data.

### Experience

- March 2023 – Present, Business Analyst at Beyond Consulting Ltd.
- September 2021 – February 2022, Internship in Project- and Team-leading Processes in the development of Business-logic at Vodafone Deutschland GmbH.
- August 2020 – September 2020, Internship in Quality Management at Dimlaj Industrial Group LLC.

### Education, Trainings and Certifications

- Bachelor of Industrial Engineering, German Jordanian University, Jordan.



*Tasneem Irshaid*

**Business Analyst**

### Skills

- Communication and Interpersonal Skills.
- Data Collection and Analysis.
- Market Research.

### Overview

Tasneem Irshaid holds a bachelor's degree in Neuroscience from DePaul University in Chicago, Illinois. She has experience in market research, data collecting and analysis.

Tasneem's has experience in various fields such as market research, data collection and analysis. Her experience also includes presentation of data, performing qualitative and quantitative research and strategic planning. She implemented her skills and experience in market research and expansion growth plans throughout working on projects in the public and private sector in Jordan.

### Experience

- March 2023 – Present, Business Analyst at Beyond Consulting Ltd.

### Education, Trainings and Certifications

- Bachelor of Science in Neuroscience, DePaul University.





## Finance and Operations

### Skills

- Strategic Planning.
- Feasibility Studies and Financial Planning.
- Market research and analysis.
- Communication and interpersonal skills.
- Data collection and analysis.

### Overview

Aya holds a bachelor's certificate in Finance and Banking from Applied Science University and have a solid understanding of financial concepts and principles, she has a good analytical skills, excellent communication skills, and the ability to work well with others.

Her humble experience in management and strategic planning comes primarily from her participation in various competitions and projects during her time at university. She has honed her skills in developing strategies and conducting feasibility studies through her work on multiple projects. These experiences have given her a solid foundation of knowledge in the field.

Aya has gained valuable financial analysis skills through her participation in the CFA Challenge for university students, enhancing her ability to solve problems and make informed decisions in finance.

### Experience

- Feb 2023 - present , Business Analyst at Beyond Consulting Ltd.
- March 2022 - Feb 2023, Marketer at Arab Bank.
- April 2021- April 2022 Sales Entry at Eon Dental Company.
- Aug 2020 – Nov 2020 Internship at Bank of Jordan.

### Education, Trainings and Certifications

- Bachelor of Finance and Banking, Applied Science Private University, Jordan.
- Hult prize competition (on campus and Regional | BANDUNG, INDONESIA).

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### St. Clair Armitage

St. Clair is an experienced CEO and Director who has run his own very successful consulting and project management company since 2013. He has 40+ years of experience in which he led the strategy, corporate development, estates and facilities and major project functions of major teaching hospitals in both the UK and Canada. He has experience at board level in the premier hospital in Canada, two NHS Foundation Trusts, a major facilities management company and a FTSE 100 company, where he was Managing Director of an international operating division with turnover of £60m, employing in excess of 600 people and with offices in UK, USA, Germany and Sweden.



### David Chevins

David is an experienced accountant, and Executive Chairman and founding Director of Hygeian Consulting Ltd. He has 40+ years extensive healthcare experience, in the public and private sectors, as an entrepreneur, management consultant, senior manager and non-executive director. Following 10 years in NHS finance, he became a management consultant with Deloitte. He established Secta Group in 1990 which grew into a leading specialist healthcare consulting and financial software business before being acquired in 2002 by Tribal Group plc. From 2003 to 2006, David was Chief Executive of Tribal's consulting division, where he gained considerable experience of working within a group structure. He has subsequently worked as a freelance consultant advising on corporate strategy and acquisitions, as a programme director for Circle Health and most recently as a strategy adviser to Finnamore. He is also a non-executive director of the management consultancy Prospectus in the Republic of Ireland.



### Paul Curran

Paul is an experienced consultant in health who has more than 20 years' experience at a senior level within various NHS organisations. He specialises in project management and transformation for both NHS commissioners and providers. He also provides expert consultancy advice and support in the Finance function to both providers and commissioners.

From mid-2020 to mid-2021, Paul was Finance Planning Lead for two Health Clusters for the Ministry of Health, Saudi Arabia. He planned and began to implement a series of finance transformation initiatives as part of the Clusters' journey to their becoming Accountable Care Organisations.

Early in 2020, Paul was CFO advisor at Weston Hospital Trust where he advised on the financial implications of Emergency Dept improvements and developed and gained approval for related business cases. He also advised on and supported the emergency procurement processes for the Trust at the early stages of the Covid-19 pandemic.





**Marc Kitten**

Marc has 25 years of experience of transactions and financial markets.

He serves private equity funds, financial institutions and corporates and manages Candesic operations in continental Europe. Marc is a member of the boards of several high growth companies in EMEA. He is also an adjunct professor of finance at Imperial College London and a senior lecturer in strategy and finance at Edhec, ESCP-Europe, ENPC Paristech and Cass Business School. Prior to joining Candesic, Marc was a senior consultant at McKinsey & Co. and a Vice-President at Deutsche Bank in Europe. He holds an MBA from Chicago Booth, completed the Young Managers Programme at INSEAD and graduated from Edhec Business School in France. Marc speaks fluent French, English and German, conversational Spanish and Russian, and basic Mandarin.



**Dr Michelle Tempest**

Dr Michelle Tempest MA LLM MB BChir (Cantab) ACAT has expertise in medicine, psychiatry, psychotherapy, business, law and politics.

She has been a Partner at Candesic since 2013 and has led multiple projects reviewing market opportunities for investors, public and private providers to develop beneficial partnerships. She has delivered projects for NHS Trusts (acute, community and mental health), Private Hospitals, Specialist Hospitals, Private Patient Units (PPUs), Community Providers, Care Home and Care at Home. In 2006 she edited the book 'The Future of the NHS' and more recently has delivered strategy projects for the UK government on 'new ways of working'. She has an expert interest in medical technology companies, and has worked with several MedTech companies on expansion plans and advised throughout the entire life cycle of deals. Previously Michelle worked as a hospital doctor and liaison psychiatrist for over a decade, and continues to lecture in 'medical ethics and law' at Cambridge University.



**Mritunjay Kumar**

Kumar is a transformation specialist experienced in identifying, articulating, and executing value creating opportunities across industries. He joined Candesic to work on projects in healthcare, pharmaceuticals and cleantech. He was previously 4 years at McKinsey, managing engagements in Asia for large infrastructure clients. Before becoming a consultant, he was a geophysical advisor at Hess Corporation, a US independent energy company operating globally, a senior Geophysicist at IkonScience in Malaysia, and a senior Geoscientist at Baker Hugues in Malaysia and the USA. Kumar holds a Sloan Master's in Leadership & Strategy from London Business School, an MSc from University of Houston and a master from the IIT Kharagpur in India.



**Floris Wentholt**

Floris is an experienced manager who has been working with Candesic for 8 years. He has in-depth regional and sector understanding of healthcare through his numerous contributions to strategy and M&A processes, in the UK and continental Europe.

He holds a Master in Management from London Business School, a Master in Chemical Engineering from K.U. Leuven, and was a former Senior Consultant at Bain & Company. He speaks French, Dutch, English and Spanish.



**Dr Christopher Cassar**

Chris joined Candesic after 15 years consulting at Bain in the UK, the US and South Africa, followed by 4 years in corporate development at Abcam, a manufacturer and supplier of reagents to life science researchers worldwide, and DEM DX, an App-based clinical decision support tool for doctors and nursing staff.

He holds a Bachelor of Medicine, Bachelor of Surgery from Oxford, Worcester College and did his surgical rotation at university hospitals in London, Oxford and Southampton, performing emergency and elective operations. He also holds an MBA with distinction from INSEAD.



**Dr Kristoffer Kentta**

Kristoffer manages CDD projects in medtech, pharma and healthcare services at Candesic. He has four years of consulting experience in healthcare, having previously worked at EY. He has in particular worked on several projects related to operating theatres in hospitals in Europe.

Before this he practiced medicine as a physician in emergency care and cardiology at Karolinska University hospital in Sweden. Kristoffer holds a medical degree (MD) from Uppsala University, and he has also studied business administration at Uppsala University. He speaks fluent Swedish and English.



**Phil Carrivick**

Phil has ten years of international consulting experience with Candesic and previously with A.T. Kearney, L.E.K., and Alvarez and Marsal. He has worked on CDD, strategy, and transformation projects in healthcare and other sectors. Some of his recent projects include CDDs of a UK mental health provider and a British-Canadian healthcare service company, and developing the business plan to help a German pharmaceutical multi-national develop innovation capability. He started his career at Ramboll Engineering in Structural design services. Phil holds a Masters in Engineering from University of Durham.



**Dr. Leonid Shapiro**

Leonid is a medical doctor, entrepreneur and management consultant and oversees Candesic's corporate and commercial due diligence work. He consults Private Equity firms, Corporate Operators, and Government Organisations in the areas of healthcare, technology, and communications focusing on strategy, marketing, and organization. Prior to founding Candesic, Leonid was a senior consultant at McKinsey & Company, London, working heavily in healthcare and technology. He has also consulted to Hewlett-Packard in medical imaging product development. Leonid's entrepreneurial ventures include being COO of a \$126m software company and CEO of a telecommunications firm. He holds a D.Phil. from Magdalen College, Oxford in Radiological Imaging, a MD from Duke University in North Carolina, an undergraduate degree in Physics from Cornell University and is fluent in Russian and English.





**Mark Gaffney**

Mark is an IT Managed Services and Sourcing Advisory Professional with over 20 year of experience in EMEA and the USA with international companies on global and regional accounts and projects. He has expertise through Support, Design, Operations Management and Consulting services.

Mark is well versed in IT operations, testing and support processes including hands-on skills with industry standard products. He has experience throughout the Sourcing life-cycle including Strategy, Business Case, Financial Models, Market Scans, RFI/RFP creation, Vendor Selection, Transition and Transformation projects, as well as supporting in-life Managed Governance and ITSM services.

Also, he is an experienced Program and Project Manager, capable of developing long-term management and technical relationships in partnership with client organization. Previous engagements have included IT and Contract Governance, Strategy Design, Incident and Problem Management, Change Management and OCM, IT Procurement, Software Asset and Configuration Management, Release and Deployment Management, Service Catalogue development as well as significant work on Service Level Management and associated reporting tools and metrics (OLA, KPI, SLA etc.)



**Rob Devers**

Rob is a results-oriented Information Technology Executive with extensive global leadership experience across multiple industries. His leadership experience consists of both small, independent initiatives as well as large-scale implementations at: Disney, The Capital Group, International Paper, Dole Food Company, and Avery Dennison.

Rob is highly versatile, effective and collaborative leader with deep information technology expertise and demonstrable success leading organizations to achieve operational goals, reduce costs, and improve outcomes. Success leading organizations through change initiatives to achieve sustained process and service improvements.



**Rejo Sam**

Rejo has over sixteen years of global experience in developing and implementing technology driven strategic socio-economic and business transformation projects. As a global services sector strategist, Rejo has worked in over 20 countries on engagements around developing services sector strategy, international services trade development and private sector business transformation projects. Over the years, Rejo has worked with C Level executives and policy makers in helping develop strategies around key business and social issues by leveraging technology to leap frog conventional growth pattern. As a sector strategist, Rejo's sector experience include ICT, Tourism, BFSI to niche sectors of national relevance.

Rejo also leverages his technology experience to develop and advise on national/regional e-governance, digital governance programs, smart city projects etc. to drive socio-economic transformation. He has also worked on numerous engagements with F-1000 firms assisting in IT-BPO transformation projects.

Rejo has led several strategic consulting engagements in the region for governments, trade associations and multilateral institutions in the region, including the Inter-American Development Bank (IDB), World Bank, USAID, Compete Caribbean etc. His in-depth understanding of export-oriented service sectors both from a research and ground level execution perspective provides him with unique insights and specialty business expertise.



**Michael Witty**

Michael is a management consulting and market research executive with a proven history of driving business development, building strong client relationships and delivering successful enterprise wide organizational, process and technology solutions. Extensive experience in the consumer product and retail industries with a focus on customer experience and supply chain, with additional experience in the healthcare and energy sectors. A passionate leader who focuses on the growth and professional development of team members in delivering excellent client results.



**Floris Wentholt**

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**Carl Robinson**

Experienced Programme & Project Manager within both Private and public Health care. Expertise within Delivering Electronic Patient record (EPR) Systems, large transformation projects, including delivering multiple, simultaneous initiatives across various functional and geographical areas



**Nuraz Zamal**

Managing Director ADDVantage Technologies. Nuraz is a specialist in organisational transformations, target operating models and adoption of management systems (ISO 27001). Experience includes NHS Digital, acute hospitals and shared services.



**Alal Miah**

Over 20 years of experience in delivering a range of Technology projects in Healthcare, Financial Services, Manufacturing and Media Sectors. Alal is highly experienced Digital Transformation Lead, Data Warehouse solution architect as well as Data Engineer and Business Intelligence Developer.



**Forhad Hussain**

Certified Agile practitioner and Scrum Master with over 15 years of success delivering IT projects 'on-time' and within budget. Broad experience in digital transformation and SDLC. Leading and innovating in Private, Public and Government environments.



**Mohammed Amin**

Programme Director/Digital Delivery Consultant with an extensive portfolio in strategic change to enable government and healthcare transformation. Delivered high value politically sensitive programmes for the UK Civil Service to maintain global trade post EU Exit (Brexit) to National Clinical transformation for NHS Digital Urgent and Emergency Care Services.



**Volker Zies**

Over 12 years of experience in Consulting and Expert on Operating Model Design and Shared Services Implementation. Expert in O&G and industrial manufacturing sectors. MBA and BSc in WHU, Vallendar, Germany.



**Wilson Casado**

20+ years in consultancy and management, focused on operational strategy implementation. Successful track record of transforming multi-billion-dollar capital projects. MBA and Master in Operations Management.



**Weber Pimenata**

Practice Partner in Biofuels and Infrastructure. Focus on supply chain design, business planning and strategic reviews. Excellent track record in delivering operational improvement in remote operations. B.Sc. In Industrial Engineering.





**Leonardo Uehara**

Over 20 years' experience in consultancy and line management, focused on operational transformation and supply chain. Established Visagio's presence in Russia and UK. Executive roles at Shell and PSA Peugeot-Citroen. MBA from London Business School, and B.Sc. in Industrial Engineering from UFRJ.



**Hicham Hazzaz**

Over 16 years of experience in technology, operations and consulting. Expert in SAP implementations, programme management and supply chain. Affiliate professor of project management in Cardiff university. MBA and BA from Grenoble, France, and Lincoln UK



**Len Pannet**

Over 25 years' experience in consultancy and line management. Specialist in operational strategy, supply chain transformation and complex program management. UK President of the Council of Supply Chain Professionals. MBA and BSc in Mathematics Durham University and a BEng in Electronic Engineering from Southampton University



**Dr Yazan Hijazi**

Over the course of 23 years, Yazan worked as a scientist, professor, executive director and consultant across industry verticals. Including technology development, academia, financial services and tech startups. His expertise converges at the emergence of technology, business innovation, leadership and human potential.

In the US, he worked on million-dollar projects resulting in propriety technologies for the US Air Force, Seagate Technologies, and the US Nuclear Safety Agency. He was awarded “expat with extraordinary abilities” by the US government for his work on innovative applications in Nano-magnetics, MEMS, Data Storage & Superconductivity.



**Rezeq Al-Asali**

Rezeq is a passionate versatile management adviser with an IMBA from IE Business school with a focus on technology and innovation. He also holds a BA in Business Administration from the University of Jordan. Rezeq acquires 7 years of consulting experience in various industries and projects and a successful record of scaling and accelerating several start-ups from various industries and sectors. Rezeq maintains a profound experience in Digital Strategy & Transformation, Corporate Planning, Business Development, Innovation and Digital Transformation within large corporations and governments gained through serving some of the Middle East's largest private and governmental organizations on topics of strategic relevance and delivering impact at scale in the MENA region and working on more than 60 transformation projects.

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