

# BEYOND CONSULTING

MANAGEMENT AND BUSINESS CONSULTING

## COMPANY PROFILE

INNOVATI°N  
**360**  
Certified  
Gold Partner



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# TABLE OF CONTENT


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1  
ABOUT  
US



2  
OUR  
SERVICES



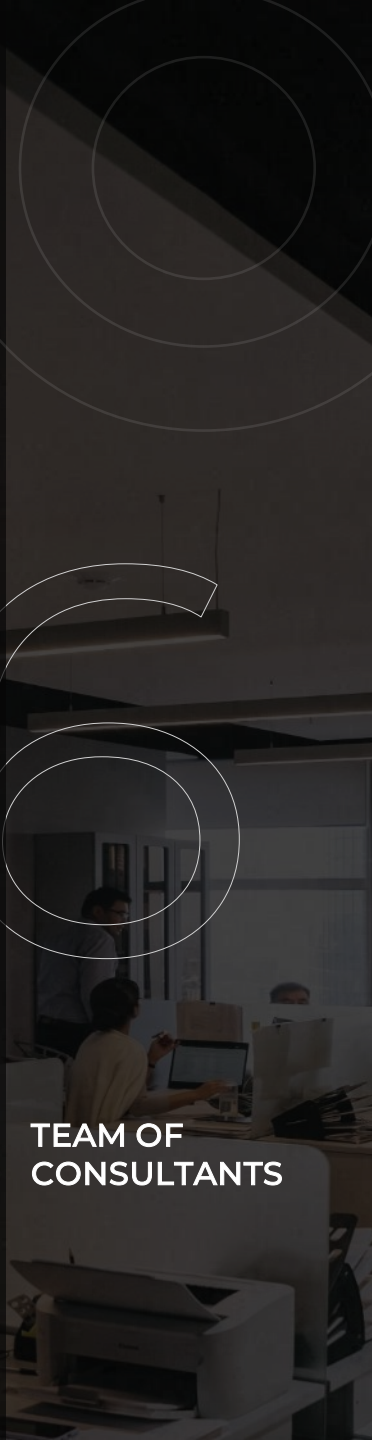
3  
WHY  
US?



4  
KEY  
CLIENTS



5  
KEY  
PROJECTS



6  
TEAM OF  
CONSULTANTS

# 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.

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).

Furthermore, **Beyond Consulting** is a Gold Partner for **Innovation360** for the GCC countries in the domains of innovation management.

2011

YEAR OF  
ESTABLISHMENT



BRANCHES

+15

INTERNATIONAL  
PARTNERS

+30

CONSULTANT  
AND EXPERT



MARKETS

+250

CONSULTANCY  
PROJECTS

VISAGIO

AVASANT



INNOVATI°N 360



# OUR — SERVICES



01

## Strategic Planning and Development



Our main area of expertise is delivering strategic planning services to governments and NGOs in Jordan, Saudi Arabia, and the UAE. Our unique strategic planning and monitoring methodology and techniques, which we invested in customizing, has successfully matched the expectations of our region.

We have enjoyed creating strategic plans for a variety of prominent local and regional businesses. Our local successes include the Jordanian National Human Rights Plan (2022-2025), the Jordanian National Criminal Justice Strategy, 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, Abdulhameed Shoman Foundation, Tkiyet Um Ali, among others. 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.

Additionally, based on our understanding of the local culture and our area experience, we have created our own Strategic Management System (SMS). This guarantees the best possible coordination between the board goals and day-to-day operational activities.

# OUR — SERVICES



02

## Feasibility Studies



Over 20 clients have already benefited from our business and financial analysis services. Additionally, our team has participated in more than 30 feasibility studies across a range of industries, including those in food and beverage, cosmetics, healthcare, pharmaceuticals, ICT, and e-Commerce, among others.

Our feasibility studies have taken into account a wide range of countries, including the US and EU markets as well as the KSA, UAE, Qatar, and Jordan. Our team has consequently amassed a significant amount of experience in financial modelling and planning.

As a result, Beyond Consulting has been designated as an approved EBRD service provider for SME support services in feasibility studies, business planning, and market research. Furthermore, Marwan Ata, our Senior Management Consultant, additionally works for the EBRD as an international advisor and a mentor for startups in the region.

Thus far, we have assisted more than 17 EBRD beneficiaries in Jordan and assisted more than 20 local and regional startups and entrepreneurs.

# OUR — SERVICES

03

## Market Research

Our team of researchers and consultants have mastered the art of market research via our significant experience in the market. As a result, our team has the analytical tools required to undertake in-depth local and international market research and create export marketing strategies, among others.

Beyond Consulting now serves clients in Saudi Arabia, UAE, Oman, Qatar, and Palestine, in addition to Jordan. Both regular consulting services and specialized research projects are available. AS a result of this vertical expansion as well as the geographical expansion, Beyond Consulting is now able to work with prestigious high-end clients like IESC, TetraTech, and Kaizen. Additionally, we have successfully completed over 15 projects with the EBRD since becoming a certified service provider.

As a firm that always goes “Beyond”, our service portfolio has grow to now encompass market and value chain research, specialized industry analysis, qualitative and quantitative research, as well as support for job creation.

# OUR — SERVICES



04

## Mergers and Acquisitions



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

Our team has successfully led the M&A activities for our clients, starting from designing the M&A strategy, selecting the targets, conducting target screening and shortlisting, initiating the process, completing valuation, conducting due diligence, and ultimately closing the deals.

We have been able to provide our M&A services successfully due to our diverse experience across a range of industries such as healthcare, pharmaceuticals, industrial, ICT, and others.

We rely heavily on our comprehensive expertise and comprehension of the Middle Eastern business landscape and local culture to add value for our clients. In accordance with their strategy and objectives, these resources assist us in identifying the ideal targets and successfully facilitating the M&A process.

# OUR — SERVICES



05

## Public Reform and Institutional Development



Various public sector clients in Jordan and the MENA region have benefited from our services in public reforming and institutional development. We have the capacity to adapt our services in order to guarantee the successful accomplishment of the goals and objectives of our clients.

Organizational growth, strategic planning, capacity building, and the creation of new programs and initiatives are all among our services portfolio. We use a proven methodology and strategy, best practices, and regional and global benchmarks. To achieve high-impact and sustainable results, we integrate systems and offer data-driven solutions.

Our team of consultants has worked on numerous public reforming and institutional development projects for prestigious organizations like 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.



# OUR — SERVICES



## Export Planning and International Market Research



At Beyond Consulting, our comprehensive suite of services extends to Export Planning and International Market Research, where we excel in guiding businesses towards regional and global success. Our dedicated team of experts is committed to assisting clients in navigating the complexities of international markets by formulating robust export plans tailored to their unique needs.

Through international market research, we provide invaluable insights into target markets, ensuring informed decision-making and strategic positioning. Whether you are expanding your presence overseas or entering new markets, our Export Planning and International Market Research services empower businesses with the knowledge and strategies necessary to thrive in the global arena

Our team has proudly partnered with a diverse array of businesses, including notable names such as Bunni Coffee, Qabalan Bakeries, Al Barakeh Food Industries, Bio Technology, Paradigm Design House, Zadd Numbers, IRIS Technologies, and many more. Our proven track record demonstrates our ability to navigate the nuances of both service and product-oriented enterprises, delivering tailored solutions that resonate with the unique demands of each industry.



# OUR SERVICES

## Innovation Management

Beyond Consulting is a Gold Partner for Innovation360 for the Saudi and Jordanian markets.

Innovation360 is a global leader in innovation analytics and management, providing cutting-edge tools and methodologies to help organizations assess, develop, and enhance their innovation capabilities. Through its proprietary platform, InnoSurvey®, Innovation360 gathers and analyzes data from thousands of companies worldwide, offering deep insights into innovation strengths, gaps, and opportunities.

The company works across industries, helping businesses implement strategic innovations that drive growth and competitiveness. Innovation360's tools are scientifically backed and data-driven, making it an invaluable partner for companies seeking to foster sustainable innovation, improve decision-making, and align with global best practices.



INNOVATI°N 360

07

### INNOVATION CAPABILITY ASSESSMENT

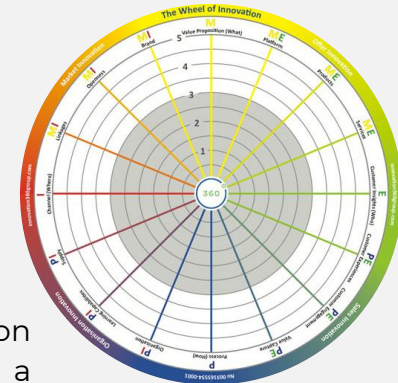
Using InnoSurvey®, a proprietary AI-powered tool, Innovation360 assesses an organization's innovation strengths and weaknesses. This tool gathers data to benchmark innovation performance against global best practices.

### STRATEGIC DIRECTION & SCENARIO PLANNING

Innovation360 works with organizations to design tailored innovation strategies that align with their business goals, helping to foster a culture of innovation and continuous improvement.

### INNOVATION ROADMAPS AND IMPLEMENTATION

Beyond assessment, Innovation360 helps businesses create actionable roadmaps to implement innovative ideas, including strategic planning, R&D, and product development.



LOCATIONS



SWEDEN



UNITED STATES



SPAIN



CANADA



SINGAPORE

**Tailored**  
consulting services



**Flexible and**  
**ongoing support**



# WHY US?

**Extensive Specialization** and  
knowledge of variety of sectors



**Consultancy Services** that are  
realistic focused on results



# 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.





# KEY PROJECTS

**BEYOND CONSULTING**  
MANAGEMENT AND BUSINESS CONSULTING



# 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.



## 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

**Beyond Consulting** was contracted by Agon Consulting to conduct feasibility studies for two pharmaceutical projects in Iraq. The project entails studies the feasibility for establishing two pharmaceutical establishments.

# 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.



## 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.



## 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** 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** 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.



## 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.

# KEY PROJECTS



## 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.



## 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.



## 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.



# KEY PROJECTS



**TAM**  
CONSULTANTS



وزارة الثقافة  
Ministry of Culture



IDV

## 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.

## 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, matrix of authority, and procedure templates.



## General Authority for Awqaf- KSA 2022

**Beyond Consulting** was contracted by Impact Partners KSA to provide professional support to the General Authority for Awqaf in the implementation of its strategic plan. Beyond's role involved the development of programs and products aimed at enhancing services and initiatives specifically designed for the endowment and awqaf sectors.

# 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.



## 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.



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

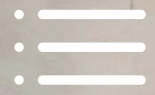
**Beyond Consulting** has been contracted to implement an organization-wide project to establish and update policies and procedures for 11 divisions of the Council of Cooperative Health Insurance in the Kingdom of Saudi Arabia. The manuals included procedural steps, policies, key performance indicators,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

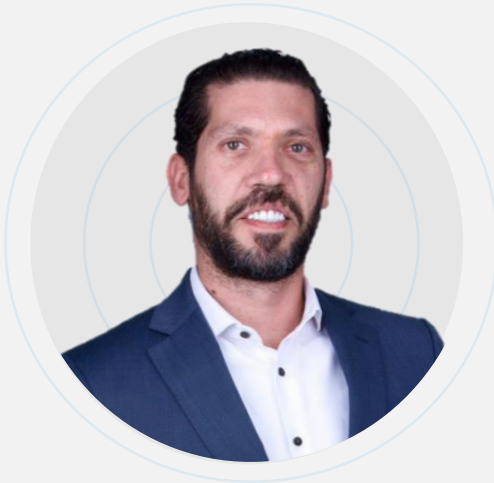


# TEAM OF CONSULTANTS



BEYOND CONSULTING  
MANAGEMENT AND BUSINESS CONSULTING





## MARWAN ATA

CEO, Managing Partner

### 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). Marwan has achieved the esteemed Innovation Management Black Belt (IMBB) from Innovation360.

He has accrued over 14 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

- Masters of Business Administration in Marketing (MBA), German-Jordanian University, Jordan.
- Graduate Certificate in Innovation and Entrepreneurship, Harvard Extension School, USA.
- Innovation Management Black Belt (IMBB) from Innovation360.
- 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.





## SAMAR DIAB

Managing Partner, Business and Management Consultant

### SKILLS

- Project Management.
- Strategic Planning.
- Business and Financial Planning
- Digital Marketing Plans.
- Market Research and Analytics.
- Managing Clients and Communication.
- Strong Interpersonal Skills.

### Overview

Samar is a seasoned management consulting professional with over 12 years of hands-on expertise in the dynamic world of consulting. She brings a wealth of experience that transcends borders, having collaborated with prestigious international consulting firms, including Dun & Bradstreet, where she gained invaluable exposure to diverse global markets.

Samar's career has been punctuated by a proven track record, having led 30+ projects so far across multiple geographies, including Jordan, UAE, Qatar, and Oman. Her expertise spans a wide spectrum of areas, including business and financial planning, comprehensive market research, strategic marketing, franchising, strategy formulation, implementation, and feasibility studies. Her portfolio includes collaborations with prestigious organizations such as Qatar Development Bank, Riyadh Public Authority for Small and Medium Enterprises Development (Oman), GIZ, USIAD BGA, Leaders International, Abdul Hameed Shoman Foundation, King Hussein Cancer Center, and many others.

Samar has extensive experience working with MSMEs in various sectors, where she has excelled in helping them develop comprehensive business and financial plans, digital marketing initiatives, export market prioritization strategies, and market entry strategies. These plans encompassed strategies for either penetrating the local market or expanding into international markets, including Saudi Arabia, the USA, Canada, the EU, and other regions. She is driven by results and thrives in the fast-paced landscape of international and culturally diverse business environments.

### Experience

- Jan 2022-present, Senior Management Consultant/ Managing Partner 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

- Masters of Business Administration Candidate, University of Bedfordshire, UK.
- Bachelor of Management Information Systems, Al Balqa'a University, Jordan.
- Finance for Non-finance Executives, KPMG.
- Management Consulting Essentials, EBRD.
- Certificate of ESG (Environmental Social & Governance), CFI.



## SAMER HAMDAN

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

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



## LAITH ALTAYYEB

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.

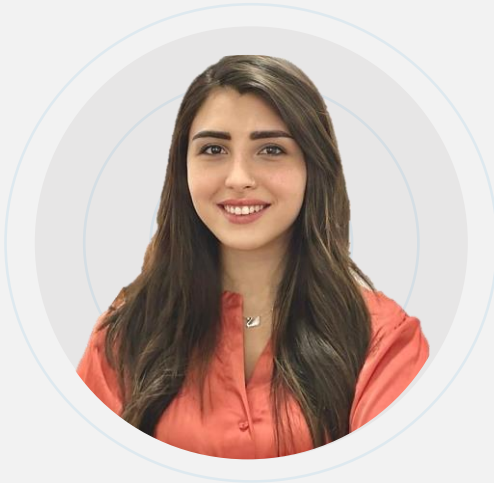
In addition, Laith performed holistic market need assessment studies for reputable clients such as GIZ project focused on supporting CBOs and Intermediaries and linking them with lead firms for the purpose of empowering women-owned MSMEs, as well as to Better Work, IFC and Avrio Global targeting various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



## Aya AlMasri

Business Development Officer

### SKILLS

- Business Development
- Cold Calling
- Microsoft Office
- Social Media
- Outreaching & networking strategies.
- Communication and interpersonal skills.
- Translation across Arabic, English, German & French.

### Overview

Aya AlMasri is a distinguished Social Media and Business Development Manager based in Amman, Jordan, with extensive experience in the UK, Germany, and Jordan.

She excels in content creation, promotional strategy development, and maintaining a robust online presence, thereby demonstrating her adaptability and global perspective.

Aya has developed strategic partnerships by aligning strategies with market dynamics, managing extensive contact databases using LinkedIn Sales Navigator and CRM software, and producing bilingual promotional content. Additionally, she has delivered educational presentations and training sessions in German and English, developed eLearning content with advanced technology, and collaborated with stakeholders to create course materials.

Her expertise includes identifying and nurturing strategic partnerships, creating engaging social media content, and managing online engagement.

Furthermore, she is proficient in cold calling, email outreach, and multilingual communication, and excels in using Microsoft Office and digital tools for eLearning and presentation development.

Aya's versatile skill set makes her well-suited for consulting roles, where her insights can drive growth and innovation.

### Experience

- June 2024- Present, Business Development Officer at Beyond Consulting Ltd.
- May 2023 – Jan 2024, Business Development Manager at Socially Powerful Agency in London/UK.
- Dec 2022 – May 2023, E-Learning Intern at QIMA Hansecontrol in Hamburg/Germany.
- Sep 2022 – May 2023, Partnerships Executive/Internship at Socially Powerful Agency Remotely.
- Jul 2018 – Aug 2020, Voice Over (Dubbing)/Freelance at Near East Company.
- Mar 2021 – Jan 2024, Online Translator/Freelance at MBC Group/Shahid.

### Education, Trainings and Certifications

- Bachelor of German & English for Business and Communication, German Jordanian University.
- Exchange Student, Germanistik, Philipps Marburg University.
- DELF B1 Certificate.
- B1 German Language Certificate.



## MUHAB ALRAWAS

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 an accomplished management consultant with over six years of experience, holding a B.Sc. in Industrial Engineering from Eastern Mediterranean University and a Business Administration certificate from Cambridge Academy.

With a diverse portfolio, Muhab has successfully worked across private, public, and non-profit sectors both locally and regionally. The industries covered include Pharmaceuticals, Healthcare, F&B, and various governmental sectors.

His expertise includes comprehensive market research, strategic planning, feasibility studies, and business planning, demonstrated by a proven track record of leading projects for esteemed organizations such as HCAC, pharmaceutical companies, and the World Bank.

Furthermore, Muhab has facilitated numerous focus groups for organizations including Avrio Impact and GIZ, showcasing strong capabilities in entrepreneurial consulting. This experience includes supporting SMEs and start-ups through the Virtual Accelerator Program (VAP) developed by Beyond Consulting.

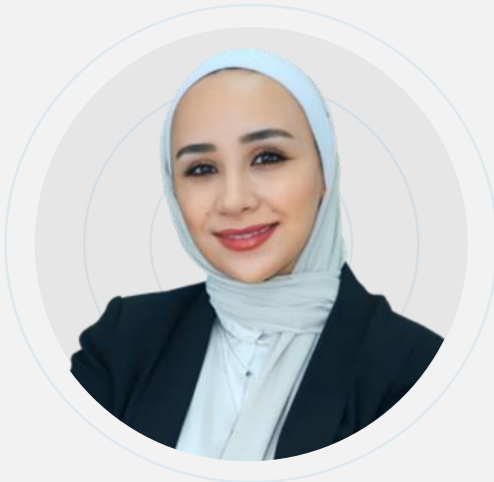
### Experience

- 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.
- Certificate of ESG (Environmental Social & Governance),CFI.





## RAZAN AL ASALI

Business and Management Consultant

### SKILLS

- Strategic Planning.
- Organizational Development.
- 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 six 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, Organizational Development, Customer Focus for Business Excellence, Human Resources Management, and Project Management.

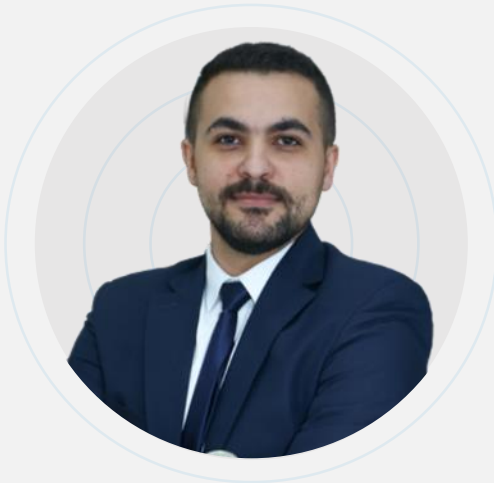
Razan has accrued substantial experience in strategic planning through her contributions to numerous high-profile projects. She played a pivotal role at the National Center for Human Rights project (NCHR) in Jordan, including the formulation of the revised National Human Rights Plan (2016-2025) and the Criminal Justice Strategy (2022-2026). She also spearheaded initiatives for the Ministry of Tourism in Saudi Arabia, focusing on industrial heritage and strategic tourism enhancements. Furthermore, her expertise includes collaborative projects with the Ministry of Tourism (MT KSA) and leading Department of State case projects, thereby reinforcing her proficiency in strategic planning and international relations.

### 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.
- Certificate of ESG (Environmental Social & Governance), CFI.



## AHMAD ALHULAYIL

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 seven 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

- Master of Science in Industrial Engineering (M.Sc), Jordan University and Science of Technology, Jordan.
- Bachelor of Science in Industrial Engineering (B.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).



## BASEL KASSAB

Business and Management Consultant

### SKILLS

- Market Research.
- Business Analysis.
- Project Management.
- Strategic Planning.
- Organizational Development.
- Communication and interpersonal skills.
- Key Performance Indicators (KPI) Development.
- Monitoring and Evaluation (M&E).
- Data Collection and Analysis.

### Overview

Basel is a business and management consultant with over 8 years of practical experience spanning across multiple areas including data analysis, strategic planning, export strategies, market research, business planning and operations. Basel has cultivated a well-rounded skill set. His extensive background in market research and strategic planning provides him with a deep understanding of the challenges and opportunities faced by both public and private sector businesses in Jordan.

Basel holds a B.Sc. in Mechanical Engineering from Al-Balqa' Applied University (BAU) and is certified as a Project Management Professional (PMP) and Professional in Business Analysis (PBA) by the Project Management Institute (PMI).

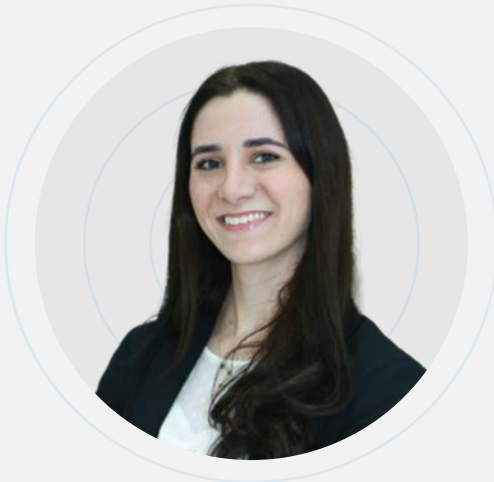
Basel's expertise in management consulting has allowed him to collaborate with small, medium, and large enterprises, developing and implementing strategies that promote sustainable growth and success. He has worked on numerous projects, including one involving 90 factories across the Hashemite Kingdom of Jordan, as well as valuation, monitoring and evaluation (M&E) and strategic planning projects, all of which have significantly enriched his professional knowledge.

### Experience

- Aug 2023 - Present, Business and Management Consultant at Beyond Consulting.
- 2020 - 2023, Sr. Warranty Administrator at Abu Khader Group
- 2018 - 2020, Operation Specialist at Abu Khader Group.
- 2017 - 2018, Warranty Specialist at Mallouk & co.

### Education, Trainings and Certifications

- Bachelor of Mechanical engineering, Al- Balqa' Applied University (BAU), Jordan.
- Project Management Professional (PMP), Project Management Institute (PMI).
- Professional in Business Analysis (PBA), Project Management Institute (PMI).



## DINA JADALLAH

Business and Management Consultant

### SKILLS

- Developing strategic plans for associations and NGOs.
- Developing Export Strategies
- 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 four 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, export planning 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, 2021-2023.
- Bachelors in Business Administration, Princess Sumaya University of Technology, Jordan.
- Digital Marketing and Social Media Training-Jeel Media.



## 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.

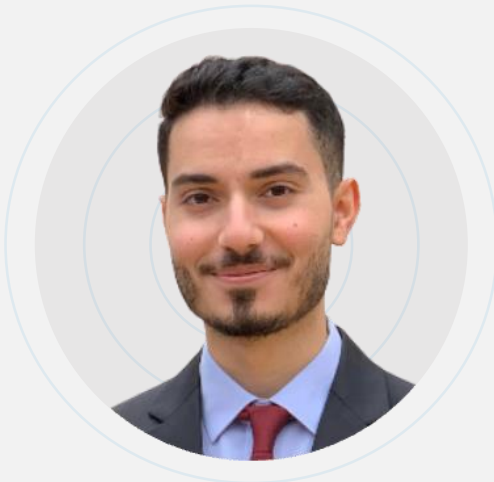
### Experience

- 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.





## Mohammad Al Hindi

Associate Consultant

### SKILLS

- Data Analysis and Presentation
- Market Research
- Business Development
- Strategic Planning
- Feasibility Studies and Financial Modeling
- Market Entry Strategies
- Digital Marketing
- Carbon Accounting
- ESG Reporting and Valuation
- Asset Management

### Overview

Mohammad Al Hindi, a B.Sc. graduate in Renewable Energy Engineering from Middle East University, Jordan, enhances his profile with a PMI-PBA certification from the Project Management Institute. His expertise in business analysis is marked by strong analytical and problem-solving skills, essential for effective requirement gathering, documentation, and gap analysis. These abilities are critical in refining business processes and strategies.

In his role as an associate consultant, Mohammad has demonstrated exceptional proficiency in market research, skillfully managing data collection, analysis, and presentation. His capabilities are particularly evident in his work developing export plans, where he seamlessly combines technical knowledge with strategic business insights. This integration not only improves business operations but also aligns with broader strategic goals, providing significant benefits to the organization.

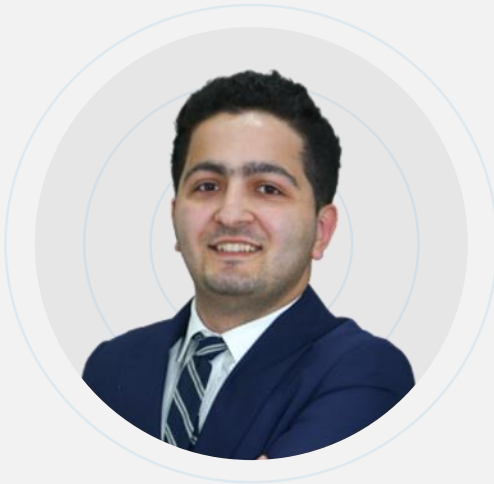
Further enhancing his skill set, Mohammad completed the ESG course offered by CFI, gaining expertise in ESG analysis, integration, and investing, as well as in business intelligence. These skills equip him for impactful roles in asset management, management consulting, and corporate development, underscoring his commitment to sustainable and responsible business practices. Mohammad's comprehensive skill set and dedication to continual learning exemplify his readiness to tackle complex challenges in the evolving business landscape.

### Experience

- January 2024 - Present Associate Consultant at Beyond Consulting Ltd.
- December 2022 – December 2023, 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.
- Project Management Professional (PMP).
- Certified Professional in Business Analysis (PMI-PBA).
- Certificate of ESG (Environmental Social & Governance), CFI.



## MO'MEN ATIEH

Associate Consultant

### 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.

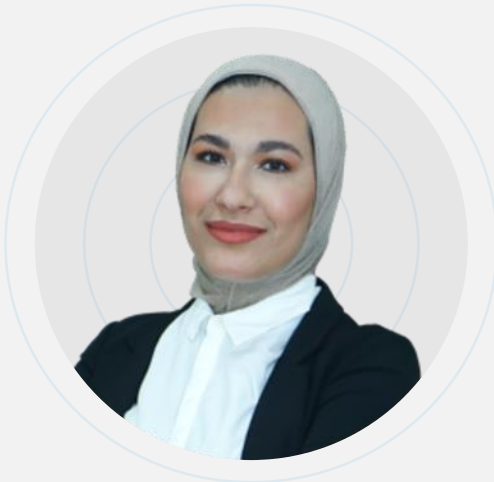
Mo'men has a keen eye for detail and is passionate about providing clients with actionable insights that help them make informed decisions. He is also experienced in the field of strategic planning, having worked on management consulting projects for small, medium, and large businesses in both the public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

### Experience

- June. 2023 – Present, Associate Consultant at Beyond Consulting
- Nov. 2022 – June 2023, 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.
- Certificate of ESG (Environmental Social & Governance), CFI.



## INTISAR NABULSI

Associate Consultant

### SKILLS

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

### Overview

Intisar holds a B.Sc. in Mechatronics Engineering from the German Jordanian University. With over three years of experience and a passion for driving organizational growth, she brings a diverse range of skills to the table, including market research, project management, data extraction and analysis, strategic planning, and presentation.

Intisar is adept at analyzing complex business challenges and developing innovative solutions. She has collaborated with clients across various industries, including Tourism, Healthcare, and Technology, in both public and private sectors.

Her work has helped these clients achieve their business goals through innovative solutions and data-driven insights.

Intisar's rich experience spans business valuation, policy and procedure development, and SME consulting. She has worked on management consulting projects funded for the benefit of small, medium, and large enterprises in Jordan.

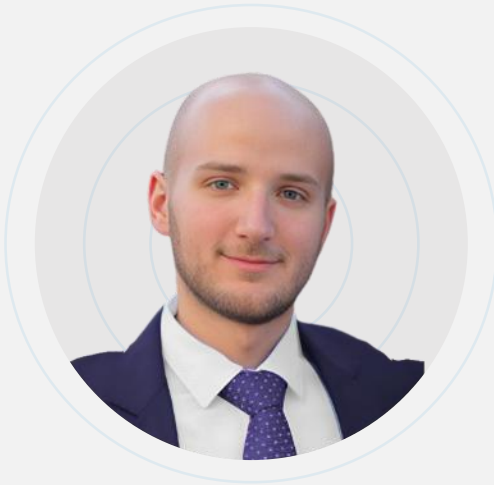
Furthermore, she is proficient in developing statistical models to evaluate the impact of different marketing tactics, excels in conducting in-depth strategic analysis, and is skilled in assessing market trends, competitive landscapes, and identifying opportunities for business growth and optimization.

### 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.



## YASER ATTARI

Associate Consultant

### SKILLS

- Communication and Interpersonal Skills.
- Data Collection and Analysis.
- Market Research.
- Strategic Planning.
- Strategic Marketing.
- Project Planning.

### Overview

Yaser holds a master's degree in Innovation and entrepreneurship from university of Wollongong in Dubai and a bachelor's degree in business management from university of Wollongong in Dubai .

Yaser has experience in various fields such as market research, project planning, marketing strategies, business plans, data collection and analysis. His experience also includes performing qualitative and quantitative research, strategic planning and performance management.

### Experience

- August 2022 - Present, Associate Consultant at Beyond Consulting Ltd.
- January 2022- March 2022, Strategy Analyst at KPMG lower gulf.
- May 2021- March 2022, Marketing Executive at Stanley Black & Decker.
- October 2020 - December 2020, Deployment Associate trainee at Zomato.
- March 2020– June 2020, Marketing and PR Executive trainee at Crenov8.

### Education, Trainings and Certifications

- Master of Business – Innovation and Entrepreneurship, University of Wollongong in Dubai.
- Bachelor of Business – Business Management, University of Wollongong in Dubai.
- Certificate of professional development – Digital Marketing, INC Academy.



## DINA HIJAZI

Associate Consultant

### 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.

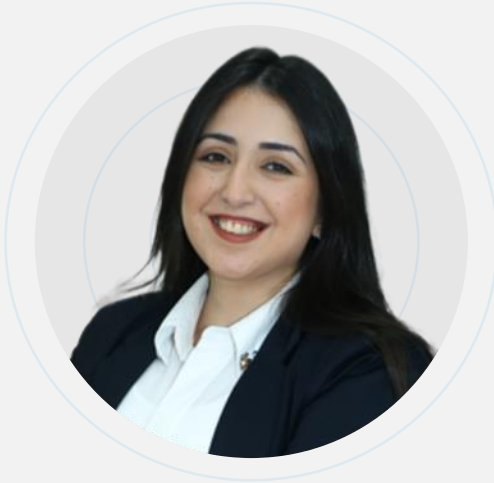
### Experience

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

### Education, Trainings and Certifications

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





## MIRA AL-JBOUR

Associate Consultant

### 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.

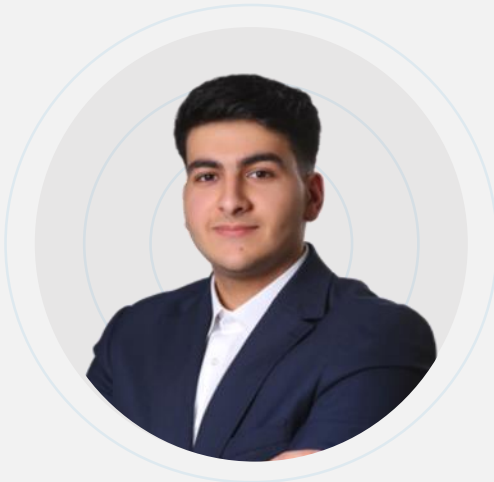
Mira's experience included working with a variety of clients across the private and public sectors, helping them to achieve their business goals through innovative solutions and data-driven insights.

### Experience

- September 2022 – January 2024, Business Analyst at Beyond Consulting Ltd.
- January 2024 – Present, Associate Consultant.
- 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.



## OAUN HAJHASAN

Associate Consultant

### 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.
- Certificate of ESG (Environmental Social & Governance), CFI



## HAMZA ATTARI

Associate Consultant

### SKILLS

- Excellent communication and organizational skills
- Able to work in a stressful environment and under pressure
- Strong analytical and problem-solving skills
- Strong knowledge of risk management principles and best practices
- Proven ability to work collaboratively with teams and clients

### Overview

Hamza is a recent graduate with a strong academic background in Risk Management from the American University of Madaba. Although he is new to the job market, Hamza has displayed a deep interest in the field of risk management and finance.

Hamza's experience includes an internship as a Global Credit Review Analyst at Arab Bank, where he gained practical exposure in financial analysis and credit risk assessments. He monitored credit portfolios and prepared comprehensive credit reports, collaborating with mentors from diverse regions, spanning the United Arab Emirates, Qatar, Egypt, and Singapore. Additionally, Hamza reviewed and analyzed loan agreements across various industries, developing a nuanced understanding of credit operations. Moreover, his previous internship at Al-Takaful Palestinian Insurance Cooperation allowed him to align his risk management studies with real-world insurance practices. Here, Hamza efficiently gathered and categorized data related to insurance exposure, broadening his industry perspective. He also played a role in processing corrections, endorsements, and cancellations for insurance applications and attended seminars to expand the client base.

In summary, Hamza is an emerging professional with a solid academic foundation and practical experience in risk management and finance. His willingness to learn, adapt, and engage in community initiatives makes him a promising candidate for roles in the financial sector.

### Experience

- Jul. 2024 – Present, Associate Consultant at Beyond Consulting Ltd.
- Sep. 2023 – Jul. 2024, Business Analyst at Beyond Consulting Ltd.
- Jan. 2023 – Mar. 2023, Global Credit Review Analyst Intern at Arab Bank
- Jun. 2020 – Jul. 2020, Intern at Al-takaful Palestinian Insurance Cooperation

### Education, Trainings and Certifications

- Bachelor in Risk Management, American University Of Madaba, Jordan (2019-2023).
- ICDL (International Computer Driving License) Certificate
- (IELTS Certificate)



## RAMA HAJEER

Associate Consultant

### SKILLS

- Data Collection
- Market Research
- Data Analysis

### Overview

Rama holds a B.Sc. in Industrial Engineering (University of Jordan), This educational background has equipped her with a robust knowledge base in strategic planning, project management, total quality management, and benchmarking. In addition to her academic achievements, Rama has actively enhanced her skills through two successful internships, where she developed expertise in problem-solving, procurement, and effective communication. Her proficiency extends to utilizing Excel for data analysis, showcasing her analytical prowess.

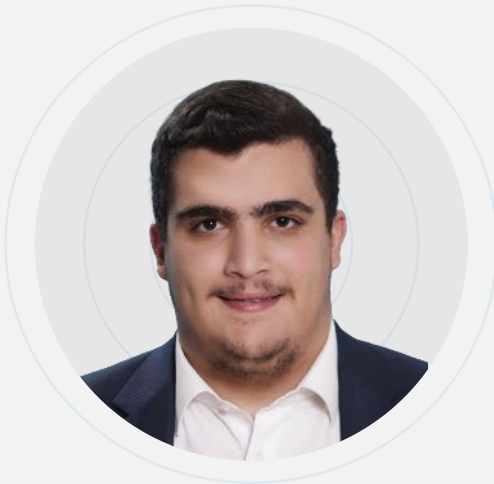
Rama's professional experience is equally impressive. Her contributions have encompassed a wide array of tasks, including conducting in-depth market research, designing surveys tailored for specific projects, meticulously documenting minutes of meetings, compiling comprehensive reports, and skilfully analysing data to derive valuable insights.

### Experience

- Jul 2024 – Present, Associate Consultant at Beyond Consulting Ltd.
- Nov 2023 – June 2024, Business Analyst at Beyond Consulting Ltd.
- July 2023 – September 2023 Data Analysis Internship – PI Pharma
- February 2023 – May 2023 Human Resources and Administration Internship – Zain Telecommunications Company

### Education, Trainings and Certifications

- Bachelor in Industrial Engineering - University of Jordan, Amman



## ABDALLAH ALHMOUD

Associate Consultant

### SKILLS

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

### Overview

Abdallah obtained his B.Sc. in Business Management from German Jordanian University in Jordan. He has extensive experience in market research, data collection, analysis and presentation.

Abdallah's adept analytical and problem-solving abilities empower him to efficiently collect and document business requirements, while also conducting thorough gap analyses to suggest enhancements for business processes. In his capacity as a business analyst, Abdallah actively participated in a range of market research endeavors. He played a pivotal role in data collection, analysis, and the delivery of presentations to stakeholders.

### Experience

- Jul. 2024 – Present, Associate Consultant at Beyond Consulting.
- Feb. 2024 – Jun 2024, Business Analyst at Beyond Consulting.
- Mar. 2021 – Dec 2023 Deputy Marketing Manager Ahmad Alhmod And Partners Co.
- Aug.2020 - Feb 2021, Internship in International Sales at TeamViewer GmbH , Germany
- Jul.2019-Aug.2019, Internship In Operations Euro Shipping Company
- Sep.2018-Oct.2018 Internship in Transaction and Consulting Department Ernst and Young

### Education, Trainings and Certifications

- Bachelor of Business Management German Jordanian University, Jordan.





## SATI' ARAR

Associate Consultant

### SKILLS

- Strategic planning
- Data Analytics
- Market Research
- Communication
- Sustainability

### Overview

Sati' is a detail-oriented and analytical professional with a background in human resources, equipped with essential skills to excel as a business analyst offering clients business strategy and management consulting and support. Sati' read Aviation Technology at the undergraduate level at the University of Leeds.

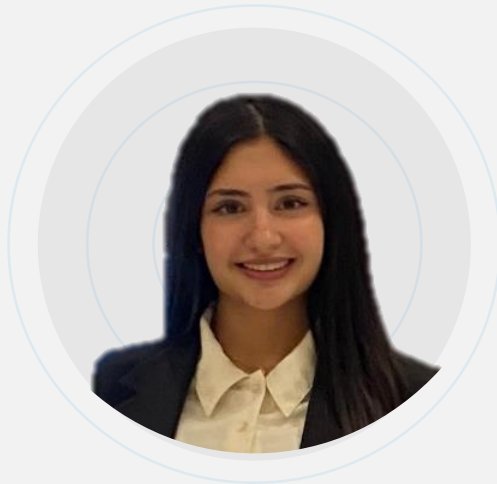
Sati' possesses a strong aptitude for data analysis, problem-solving, and strategic planning as well as an understanding of organizational dynamics and with a demonstrated ability to map solutions and strategies to drive business growth.

### Experience

- June 2024 – Present, Associate Consultant at Beyond Consulting.
- February 2024 – June 2024, Business Analyst at Beyond Consulting Ltd.
- February 2022 – September 2022, Senior HR Officer at Royal Jordanian Airlines
- August 2019 – September 2019, Intern at Royal Jordanian Airlines
- June 2017 – July 2017, Intern at University of Jordan (WEEC)

### Education, Trainings and Certifications

- McKinsey Forward Program
- BSc Aviation Technology, University of Leeds



## ANWAAR ALZYOUD

Business Analyst

### SKILLS

- Strategic Planning
- Market Research
- Project Management
- Communication skills
- Leadership skills

### Overview

Anwaar Zyoud is a driven and motivated business analyst with a strong background in Industrial Engineering from the University of Jordan. With experience in optimizing transport systems and consulting through her IAESTE internship in Tunisia, Anwaar has developed key skills in problem-solving, data analysis, and process optimization.

She successfully organized the IISE 5th Annual Regional Conference, a major event attended by over 400 professionals, showcasing her leadership and event management capabilities. Anwaar's passion for continuous learning and self-improvement makes her a valuable asset in the consulting field.

### Experience

- August 2024 – Present, Business Analyst at Beyond Consulting Ltd.
- July 2023 – September 2023, Internship (IAESTE program), La Société Maghrébine de Transport Terrestre SMTT, Tunisia
- Oct 2023 – July 2023, Executive Board Member, Institute of Industrial and Systems Engineers (IISE) – Chapter 792, The University of Jordan
- March 2020 – April 2021, Branch Manager, Dail Nail Spa, Jordan

### Education, Trainings and Certifications

- B.S., Industrial Engineering, ABET Accredited, The University of Jordan
- Introduction to Python Course (Currently enrolled)
- DELF A1 & A2, Diploma by the French Ministry of Education
- Entrepreneurship and Innovation certificate
- Attended Engineering Excellence 360° Conference



## TALAL HAMMAD

Business Analyst

### SKILLS

- Strategic Planning
- Market Research
- Data Collection & Analysis
- Business Planning
- Communication and Interpersonal Skills
- Financial Planning

### Overview

Talal is a dedicated and high-achieving industrial engineer business analyst with a keen understanding of business metrics and financial management. He excels in orchestrating outsourced services and is adept at utilizing social networks and media tools to foster business growth. Talal has demonstrated strong capabilities in primary research, effectively gathering and analyzing data across various fields to inform decision-making and strategy development.

Additionally, he has practical experience in financial and business planning, where he has contributed to developing comprehensive strategies that align financial resources with organizational goals. His analytical skills enable him to assess market trends and financial data, ensuring well-informed strategic decisions. With outstanding communication skills in both English and Arabic, Talal's confidence and enthusiasm enhance his ability to perform well in team settings. He is a quick learner, consistently dedicated to excellence and is driven to leverage his expertise to contribute meaningfully to projects and organizational success.

### Experience

- August 2024 – Present, Business Analyst at Beyond Consulting Ltd
- May 2021 – Aug 2021, Entrepreneurship course Trainee at Cisco Networking Academy

### Education, Trainings and Certifications

- Bachelors in Industrial Engineering, Jordan University of Science and Technology
- Entrepreneurship Certificate, Cisco Networking Academy

# THANK YOU

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