

# BEYOND CONSULTING

MANAGEMENT AND BUSINESS CONSULTING

## COMPANY PROFILE

INNOVATI<sup>ON</sup>  
**360**  
Certified  
Gold Partner



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# ABOUT US

**Beyond Consulting** is a management consulting firm that was established in 2011. Since its establishment, 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, Innovation Assessment, Innovation Management, Market Research, Public Reform, Institutional Development, and Technology & AI Solutions. 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.

**Beyond Consulting** is a **Gold Partner for Innovation360**, a global leader in innovation analytics and management, specializing in innovation management across the GCC and Jordanian markets.

## Our Partners and Affiliates:



2011

YEAR OF  
ESTABLISHMENT



BRANCHES

+150

UNIQUE  
PARTNERS

+30

CONSULTANT  
AND EXPERT



MARKETS

+250

CONSULTANCY  
PROJECTS





# 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

## 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



03

## Feasibility Studies, Valuation, Merges and Acquisitions



Beyond Consulting has provided business and financial analysis services to over 20 clients and contributed to more than 30 feasibility studies across industries including food and beverage, cosmetics, healthcare, pharmaceuticals, ICT, and e-Commerce.

Our expertise spans diverse markets, including the US, EU, KSA, UAE, Qatar, and Jordan, strengthening our experience in financial modeling, market analysis, and strategic planning.

We specialize in M&A services, successfully leading the process from strategy development and target screening to valuation, due diligence, and deal closure. Our experience covers sectors such as healthcare, pharmaceuticals, industrial, and ICT.

As an approved service provider for the European Bank for Reconstruction and Development (EBRD), Beyond Consulting supports SMEs with feasibility studies, business planning, and market research. Our Senior Management Consultant, Marwan Ata, also serves as an international advisor and mentor for regional startups. To date, we have supported over 17 EBRD beneficiaries in Jordan and assisted more than 20 local and regional startups.



# OUR — SERVICES

04

## 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

05

## 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 GCC 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.

INNOVATION  
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INNOVATION 360

06

### ● INNOVATION CAPABILITY ASSESSMENT

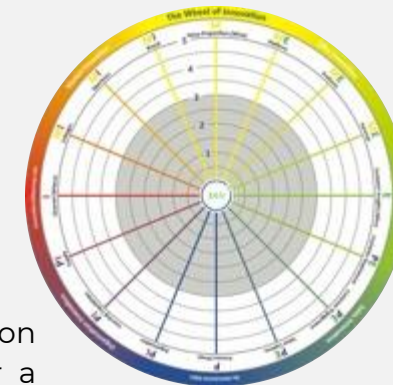
Using InnoSurvey®, a proprietary AI-powered tool, Innovation360 assesses an organization's innovation strengths and weaknesses. This tool gathers data to benchmark innovation performance against global best practices.

### ● 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.



# OUR — SERVICES

## Technology & AI Solutions



Wise Work

Syntax

**Beyond Consulting** delivers cutting-edge AI and technology solutions that boost efficiency, drive innovation, and enable smarter decision-making. We specialize in intelligent AI agents and Retrieval-Augmented Generation (RAG) systems that automate complex tasks and unlock insights from enterprise data.

To provide end-to-end transformation support, we collaborate with trusted partners like **Syntax Consulting** and **Wise Work**. Syntax brings expertise in digital transformation, RPA, product selection, and custom development—ensuring our AI solutions are seamlessly integrated into broader operational strategies.

Together with our partners, we offer tailored, future-ready solutions that keep your business ahead in a rapidly evolving landscape.

**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



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**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+ unique clients** in Jordan, KSA, UAE, Oman, Iraq and Palestine.





# KEY PROJECTS



**BEYOND CONSULTING**  
MANAGEMENT AND BUSINESS CONSULTING



# KEY PROJECTS



## Ministry of Transportation – Biac | 2025

**Beyond Consulting** was contracted by Biac to conduct a comprehensive situational analysis of the transportation and logistics ecosystem in the Kingdom of Saudi Arabia. The engagement aimed to deliver strategic insights and actionable recommendations to the Ministry of Transportation, with a focus on enhancing the startup and entrepreneurial landscape within the sector. The scope included mapping key stakeholders, identifying systemic challenges, benchmarking international best practices and leading countries, and formulating a robust strategy to foster innovation, support emerging ventures, and position KSA as a regional hub for logistics and transportation startups.



## Awqaf Study – Itmam Consulting | 2025

Beyond Consulting was contracted by Itmam Consulting to conduct a comprehensive and in-depth analysis of the Awqaf sector in the Kingdom of Saudi Arabia, with a particular focus on the "nazarah" model—examining its regulatory framework, prevailing conditions, key challenges, and areas for improvement. The project encompassed extensive stakeholder engagement through two national workshops attended by over 80 participants, as well as international benchmarking across 10 countries. In addition, the team conducted consultations with more than 30 national and global experts to inform the development of enhanced models for "nazarah" that align with global best practices and support the sector's long-term sustainability and impact.



## Waad Investment – Strategy and Financial Modeling | 2025

**Beyond Consulting** was contracted by WAAD Investment to conduct a comprehensive assessment of its startup portfolio and overall investment landscape. The engagement included the development of tailored financial and investment models, strategic support for WAAD's expansion plans, and advisory services to facilitate a potential merger with the Omani Investment Fund. Leveraging its deep expertise in investment strategy and deal structuring, Beyond successfully supported the transaction, culminating in a landmark deal valued at USD 50 million.

# KEY PROJECTS



## Developing Innovative Strategic Plan – Marouf Coffee | 2024 |

**Beyond Consulting** was contracted by Marouf Coffee to design a three-year strategic plan. This initiative involved assessing the organization's structure and finances, as well as conducting extensive market research on the retail industry. The project also included analyzing the competitive landscape, developing customer personas, and creating both strategic and action plans to guide Marouf Coffee's growth and development.



## Strategic Planning Support - Al Rayhan | 2024 |

**Beyond Consulting** was contracted by Al Rayhan to create a three-year strategic plan. The project included conducting an organizational and financial assessment of Al Rayhan, along with market research on the retail industry at global, regional, and local scales. Furthermore, the project involved a competitive analysis, developing customer personas, and formulating both the strategic and action plans for Al Rayhan.



## USAID – BGA – ONE TO MANY EXPORTS | 2024 |

**Beyond Consulting** was contracted by the USAID Business Growth Activity to support the “Exporting Services to the Saudi Market” initiative, which helped sixteen small and medium enterprises (SMEs) from Jordan's service sector successfully enter the Saudi market. The initiative, covering sectors such as Information and Communication Technology (ICT), training, consulting, and logistics, aimed to expand market opportunities for Jordanian service providers in Saudi Arabia. The project facilitated significant growth for these SMEs, with six securing business deals and two forming partnership agreements. Over 120 business development interventions led to 11 deals and five high-impact strategic partnerships, generating an export value of SAR 1.7 million.

# KEY PROJECTS



## Jood Business Center Governance Project | 2024

**Beyond Consulting** was contracted by Tasamy to enhance the governance of Jood Business Center. The project involved developing the organizational structure, defining roles and responsibilities, and creating a matrix of authorities for new units. Job descriptions and policy manuals were also developed, followed by the establishment of Key Performance Indicators (KPIs) for services, departments, and roles. Additionally, a strategic planning initiative was carried out, complemented by an impact assessment to measure the effectiveness of the implemented strategies.



## Strategic Plan Development Project - Wadi Al-Ahsa Investment Company/ King Faisal University | 2024

**Beyond Consulting** was contracted to develop the strategic plan for Wadi Al-Ahsa Investment Company and its subsidiaries. The project aims to achieve sustainable development in the Al-Ahsa region in line with Saudi Vision 2030. It focuses on analyzing the current situation and conducting benchmarking to assess current performance, setting a strategic vision and objectives, developing a roadmap to achieve them, and transforming the strategies into an operational plan that includes resource allocation and performance indicators. The project also covers the subsidiaries, with an emphasis on enhancing their efficiency, improving their performance, and increasing their competitiveness to achieve economic growth and sustainable diversification.



## Job Description Development Project (USAID) | 2024

**Beyond Consulting** in collaboration with the USAID-funded Governance Enhancement Project, developed job description cards for all civil service positions as part of the public sector modernization strategy. The project created a unified, reliable database of over 7,000 job descriptions across 98 government entities, supporting transformations such as restructuring and new job creation. Key achievements include the development of an electronic system for archiving and updating job descriptions based on competencies, enhancing job evaluation and classification. This initiative reflects the Jordanian government's commitment to improving public sector performance, governance, and human resource management, contributing to sustainable development.



# KEY PROJECTS



## Saudi Arabia Market Research – Qatar Development Bank | 2024 |

**Beyond Consulting** was contracted by Wise Consulting to perform in-depth market analysis for 18 product categories in the Saudi market. The objective was to identify export opportunities for Qatari SMEs across different industrial sectors including construction and building, plastic and medical equipment. The project entailed a thorough assessment of the value chain, identification of market opportunities, analysis of the regulatory environment, evaluation of industry drivers and challenges, and detailed market sizing and demand forecasting. Based on these insights, recommendations were made to guide Qatari SMEs in selecting optimal strategies for expanding into the Saudi market.



## Business Growth and Export plans for SMEs through Jordan Export – General Deluxe | 2024 |

**Beyond Consulting** was contracted by General Deluxe, through Jordan Export to develop an export and growth plan for market entry into the US. The project involved conducting an export readiness assessment, a field market study, and expert interviews to evaluate logistical requirements, consumer behavior, and competition. A comprehensive market entry strategy was created, including marketing and sales plans, evaluation of market entry methods, analysis of regulatory and cultural barriers, pricing dynamics, and a financial projection for export.



## Startup program (Nashama Start) for Ministry of Digital Economy and Entrepreneurship | 2023 – 2024 |

**Beyond Consulting** was contracted by Leaders International with the primary objective of facilitating international engagement for digital entrepreneurs based in Jordan, focusing on the markets of the Kingdom of Saudi Arabia (KSA), United Kingdom (UK), and the United States (US). The team of consultants conducted an initial screening for more than 120 startups to select 40 to join the program based on their suitability with the program's objectives and offering. The selected startups were then assessed for their market and investment readiness and a tailored business growth plan was crafted for each startup to reflect the findings these assessments and any relevant recommendations. Startups are then offered a chance to consult program experts on their business plans, pitch decks, presenting skills etc. for personalized support and assistance. Throughout the several phases of the program, an ongoing match making effort takes effect for startup's seeking investment and funding for market entry to KSA, UK and/or USA.

# KEY PROJECTS



## 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.



## Tech Champion Program - MCIT | 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.



## 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.

# KEY PROJECTS



## 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.



## 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.



## Strategic Planning Support- IRC Jordan Office | 2022

**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.

# 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.



## 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.



# KEY PROJECTS



## 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.



## 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.

# KEY PROJECTS



## 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. This was delivered through various service packages including, export readiness assessments and prioritization, business and financial plans and company profile development.



## 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



## 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 Consulting's role involved the development of programs and products aimed at enhancing services and initiatives specifically designed for the endowment and Awqaf sectors.



## 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).



## SMEs Franchise Development Project | 2021 |

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

# KEY PROJECTS



## 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).



## 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.



# KEY PROJECTS



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

**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.



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

**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.



## The Kaizen Company, USA | 2020 |

**Beyond Consulting** was contracted as a startup consultant to support the Jordan's unique regulatory, economic, and cultural landscape. This role involved providing expert guidance on compliance with Jordan-specific requirements, facilitating the establishment and scaling of startups, and ensuring alignment with national standards and frameworks.

# 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.



## 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.



## Pharmaceutical Solutions Industry - Market Research | 2019

**Beyond Consulting** was contracted to perform an in-depth regional market assessment of the liquid dosage forms within the pharmaceutical industry. The project encompassed a thorough and comprehensive analysis of sales trends, market dynamics, and competitive forces, with a focus on understanding the demand for various liquid formulations across different regions. This included evaluating the growth drivers, key market players, and emerging opportunities for expansion within both mature and developing markets.

# KEY PROJECTS



## Juman Pharmaceutical (Jordan) | 2019 |

**Beyond Consulting** was contracted to conduct a comprehensive feasibility study for the establishment of a manufacturing facility in Jordan focused on producing solid dosage form products for the pharmaceutical market. The project involved a thorough evaluation of the MENA (Middle East and North Africa) region to identify key market opportunities, demand trends, and potential gaps in the pharmaceutical sector. This assessment also included an analysis of regional regulatory environments, competitive dynamics, and logistical considerations. In addition, the study provided a detailed technical evaluation, covering infrastructure requirements, production processes, and supply chain logistics, while also conducting a financial analysis that included cost estimation, revenue projections, and profitability forecasts.



## 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).



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

**Beyond Consulting** conducted 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.

# 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.



## 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.



## Companies Control Department (CCD) | 2018 |

**Beyond Consulting** was contracted to lead the business process re-engineering initiative for the Jordanian Companies Control Department (CCD), aimed at enhancing operational efficiency, streamlining services, and ensuring alignment with best practices. This project focused on modernizing service delivery processes, optimizing workflows, and introducing innovative approaches to meet the evolving needs of stakeholders.



# 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 | 2017 |

**Beyond Consulting** was contracted to conduct a 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.



## 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) | 2017 |

**Beyond Consulting** was contracted develop the HCAC Strategic Plan (2018-2020), focusing on national positioning and regional expansion. The project included comprehensive local and regional market research, stakeholder analysis, and identifying growth opportunities within Jordan and the broader region. By leveraging our expertise in strategic planning and market insights, Beyond Consulting ensured that the plan addressed key priorities, strengthened HCAC's market presence, and aligned with its vision for long-term sustainability and regional influence.



## Agon Consulting (Qatar) | 2016 |

**Beyond Consulting** 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.



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

**Beyond Consulting** developed and delivered 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



## 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.



## Health Care Accreditation Council (HCAC) | 2014 |

**Beyond Consulting** was engaged to develop HCAC's new strategic plan for the 2015-2017 period, focusing on aligning the organization with evolving local and regional healthcare market trends and opportunities. The project involved a comprehensive analysis of emerging healthcare dynamics, driven by technological advancements, regulatory changes, and shifting patient needs. Beyond Consulting worked closely with HCAC to assess growth opportunities, including digital health, telemedicine, and innovative care models, while optimizing existing services.



## King Hussein Cancer Center (Jordan) | 2014 |

**Beyond Consulting** developed the strategic plan for the King Hussein Cancer Center (KHCC) for the 2014 - 2017 period and was subsequently contracted for a two-year commitment to oversee its implementation. The project included a comprehensive analysis of KHCC's internal environment, evaluating key components such as its business model, human capital, infrastructure, and operational processes. Beyond Consulting also conducted an in-depth local market assessment to identify emerging trends and opportunities, alongside a salary benchmarking exercise to ensure competitive compensation structures. Additionally, the project included detailed financial planning, focusing on optimizing resources, aligning budgets with strategic objectives, and ensuring sustainable growth.



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

**Beyond Consulting** provided specialized internal consultation over a six-month period for the investment real estate project owned by the Jordanian Hashemite Fund for Human Development (JOHUD). The consultancy services included the development of a comprehensive investment strategy tailored to maximize the potential of JOHUD's real estate portfolio, ensuring alignment with the organization's long-term goals.



# 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 17 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
- Innovation Management
- 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 13 years of hands-on expertise in the dynamic world of consulting. She holds a Master of Business Administration (MBA) from the University of Bedfordshire in the UK and is certified in Innovation Management Yellow Belt (IMYB) by Innovation360, equipping her with cutting-edge tools and methodologies to drive innovation and transformation across organizations.

Her 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, USAID 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

- MBA, University of Bedfordshire, UK.
- Bachelor's in Management Information Systems, Al Balqa'a University, Jordan.
- Innovation Management Yellow Belt (IMYB), Innovation360.
- Finance for Non-finance Executives, KPMG.
- Management Consulting Essentials, EBRD.
- Certificate of ESG (Environmental Social & Governance), CFI.



## 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.



## **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).



## 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

Business and Management 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 holds a B.Sc. in Renewable Energy Engineering from Middle East University, Jordan, and is certified with both the PMI-PBA and PMP certifications from the Project Management Institute. With a strong foundation in business analysis, Mohammad excels in advanced problem-solving, which is crucial for effective requirement gathering, documentation, and gap analysis—skills that play a key role in optimizing business processes and refining strategic approaches.

As an associate consultant, Mohammad has demonstrated exceptional expertise in market research, managing data collection, analysis, and presentation. His ability to blend technical knowledge with strategic business insights is particularly valuable in developing export strategies, enhancing operational efficiency, and supporting the organization's broader strategic objectives.

Furthermore, Mohammad has completed the ESG course offered by CFI, deepening his expertise in ESG analysis, integration, and business intelligence. These competencies position him for success in asset management, management consulting, and corporate development, underscoring his commitment to sustainable and responsible business practices. Mohammad's diverse skill set and dedication to continuous professional growth equip him to address complex challenges in today's evolving business landscape.

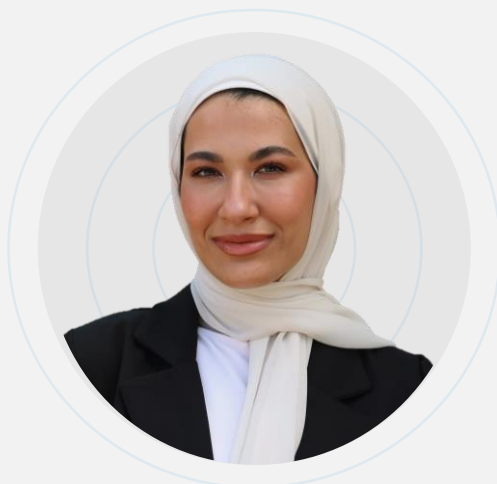
### Experience

- December 2024 – Present, Business and Management Consultant at Beyond Consulting Ltd.
- January 2024 – December 2024 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 Kavar 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.





## INTISAR NABULSI

Management Consultant

### SKILLS

- Market research
- Data Analysis
- Strategy Planning
- Business Planning
- Market Entry Strategies
- Operational Development
- Governance
- Export Planning
- Project coordination
- Communication and interpersonal skills

### Overview

Intisar holds a B.Sc. in Mechatronics Engineering from the German Jordanian University and has over three years of experience in management consulting. She has actively contributed to strategic planning, business planning, export planning and operational development projects.

Her consulting experience spans diverse industries, including Housing and Municipal, Tourism, Healthcare, and Information Technology, Consulting, Public sector etc., where she has also supported 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

Intisar's core competencies include business valuation, policy and procedure development, and operational development, governance framework, business planning, export planning and strategic planning.

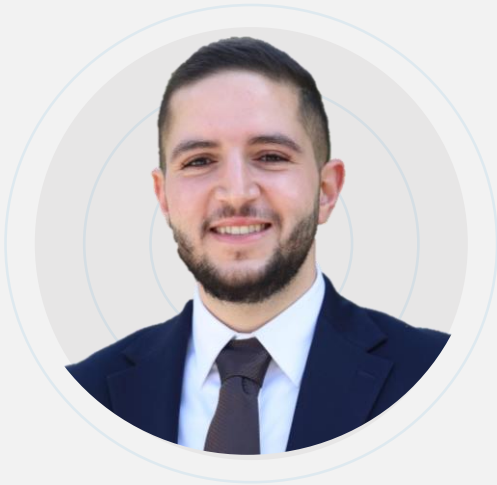
Proficient in statistical modeling and strategic analysis, Intisar is adept at evaluating the effectiveness of marketing strategies, analyzing market trends, and assessing competitive landscapes. Her expertise in developing actionable insights from complex data allows her to support organizations in making informed, data-driven decisions to drive business growth and competitive advantage.

### Experience

- Feb 2025-Present , Management Consultant at Beyond Consulting Ltd.
- Jan 2023 till Jan 2024, Associate Consultant at Beyond Consulting Ltd.
- March 2022 till Dec.2022, Business Analyst at Beyond Consulting Ltd.
- Oct. 2022 till Feb. 2021, 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.
- Exchange Student, Mechatronics Engineer, Technical University of Applied Sciences Würzburg-Schweinfurt.
- B1 German Language Certificate.



## OSAMA ABUKHADRA

Business and Management Consultant

### SKILLS

- Business Analysis
- Digital Transformation
- Project Management
- Organizational Development
- Strategic Planning
- Business Process design & Re-engineering
- Communication and interpersonal skills
- Key Performance Indicators (KPI) Development
- Digital Marketing

### Overview

Osama is a business and management consultant with 5 years of hands-on experience working across various industries and sectors. He excels at leading strategic initiatives, solving complex challenges, and implementing solutions that drive organizational growth and efficiency. With a strong focus on delivering value, Osama combines analytical thinking with practical project leadership to help clients achieve their business objectives.

Osama holds an MBA from the University of East London and a Bachelor's degree in Civil Engineering from Al Balqa' Applied University. As a certified Project Management Professional (PMP), he leverages his analytical expertise and project leadership skills to implement impactful changes and optimize business processes, fostering efficiency and long-term success.

Throughout his career, Osama has worked with public and private sector clients both locally and internationally, contributing to a range of projects that enhance performance, optimize processes, and promote sustainable success. His ability to collaborate effectively with cross-functional teams and stakeholders has established him as a forward-thinking consultant dedicated to delivering results.

### Experience

- May 2025 - Present, Business and Management Consultant at Beyond Consulting.
- May 2023 - April 2025, Sr. Management Consultant at Case in Point Consulting.
- Sep 2021 – Jun 2023, Project Manager at Malek Anqour Engineering Consultants.
- Jun 2020 – Aug 2021, Advisor at Concentrix.

### Education, Trainings and Certifications

- Master of Business Administration (MBA), University of East London (UEL), UK.
- Bachelor of Civil Engineering, Al- Balqa' Applied University (BAU), Jordan.
- Project Management Professional (PMP), Project Management Institute (PMI).



## 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



## TALAL HAMMAD

Associate Consultant

### 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 associate consultant 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

- Apr 2025 – Present Associate Consultant at Beyond Consulting Ltd
- August 2024 – Apr 2025, 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
- Professional Business Analyst (PBA) Certified
- Entrepreneurship Certificate, Cisco Networking Academy



## YARA RIHANI

Business Analyst

### SKILLS

- Strategic Planning
- Data Collection & Analysis
- Optimization & Simulation
- Quality Engineering
- Communication and Interpersonal Skills
- Statistical Analysis

### Overview

Yara Al Rihani is a dedicated and highly motivated industrial engineering student with a strong foundation in lean six sigma, simulation, and optimization techniques. With a keen eye for operational and organizational performance improvements, she excels in analytical problem-solving and systems thinking. Yara demonstrates strong communication skills and thrives both in diverse team settings and independent environments.

As a Business Analyst at Beyond Consulting Ltd, Yara is actively involved in supporting project deliverables through data collection and analysis, contributing innovative ideas during brainstorming sessions, and expanding her knowledge in strategic management. She is a quick learner, driven to continuously enhance her expertise to make meaningful contributions to organizational success.

### Experience

- December 2024 – Present, Business Analyst at Beyond Consulting Ltd
- October 2024 – December 2024, Intern at Beyond Consulting Ltd

### Education, Trainings and Certifications

- Bachelors in Industrial Engineering, Jordan University of Science and Technology (ABET Accredited)
- IELTS certified





## LAITH ALTAYYEB

Chief Operating Officer

### 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 six years in project management at Beyond Consulting, and over 10 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.



## ABDALLAH ALHMOUD

Chief Financial Officer

### 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.

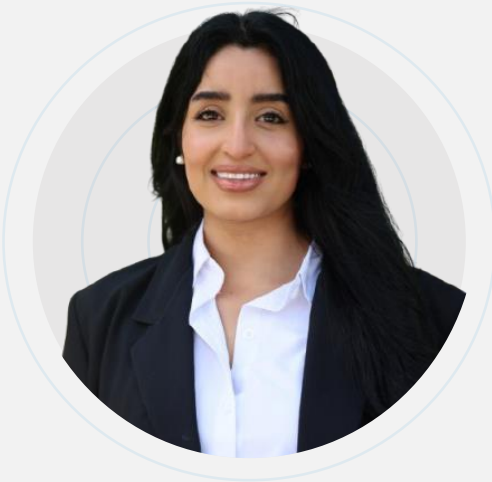
As Chief Financial Officer (CFO), Abdallah's responsibilities include overseeing financial planning and analysis, managing budgeting and forecasting processes, ensuring compliance with financial regulations, optimizing cost structures, and providing strategic financial guidance to support organizational growth. He also focuses on risk management, investment strategies, and enhancing operational efficiency.

### Experience

- Dec 2024 – Present, Chief Financial Officer at Beyond Consulting.
- Jul. 2024 – Dec 2024, Associate Consultant at Beyond Consulting.
- Feb. 2024 – Jun 2024, Business Analyst at Beyond Consulting.
- Mar. 2021 – Dec 2023 Deputy Marketing Manager Ahmad Alhמוד 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.



## HANEEN ALZUBAIDI

Administrative & HR Manager

### SKILLS

- Team Leadership
- Recruitment & Talent Acquisition
- Performance Management
- Employee Engagement
- HR Policy Development
- Interpersonal Communication
- Public Speaking

### Overview

Haneen Al Zubaidi is a dedicated Human Resources Manager with over 3 years of experience in talent acquisition, employee relations, performance management, and organizational development. She has a proven track record of implementing strategic HR initiatives that foster positive organizational culture, enhance operational efficiency, and align HR strategies with overarching business objectives.

Haneen is adept at designing and executing HR policies that improve employee satisfaction while ensuring full compliance with labor laws and industry standards. Her expertise includes conflict resolution, team building, workforce planning, and employee development, enabling her to serve as a trusted advisor to leadership teams.

Haneen holds a Bachelor's Degree in Modern Languages (French) with a specialization in Public Relations from Yarmouk University. In addition, she has earned certifications in Manual Testing and the ISTQB Foundation Level from QACart, showcasing her versatility and commitment to professional growth.

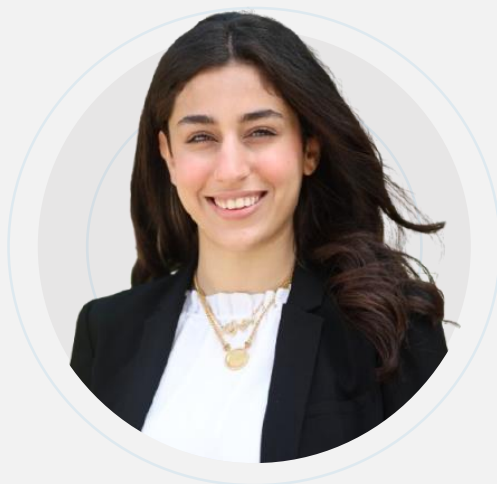
Passionate about empowering teams and cultivating environments where employees thrive, Haneen is committed to driving organizational success through innovative HR solutions, strong leadership, and a people-first approach.

### Experience

- Dec 2024 – Present, HR Manager at Beyond Consulting.
- Jun 2024 – Dec 2024, HR Administrator at Beyond Consulting.
- Apr 2017 – May 2024, Executive Management Assistant at Al Mukhtar Group.
- Aug 2015 – Aug 2016, Customer Service at Madarek General Trading Co. (Visa facilities)

### Education, Trainings and Certifications

- Bachelor Degree in French Language with a specialization in public relations, Yarmouk university.
- Manual Testing and the ISTQB Foundation Level from QACart.
- ISTQB FOUNDATION LEVEL, Qacart.



## YOUSRA DAOUD

Business Analyst

### SKILLS

- Problem Solving
- Project Management
- Milestone Tracking
- Document Management
- Communication Skills
- Teamwork
- Planning and Organizing

### Overview

Yousra is a Business Analyst at Beyond Consulting, equipped with a robust foundation in project management and engineering. She has extensive experience leading large-scale training and employment initiatives, driving cross-functional collaboration among stakeholders, and ensuring the successful execution of development projects. With a solid academic background in Electrical Power and Energy Engineering, Yousra applies strong analytical thinking and problem-solving capabilities to optimize business processes and support data-driven decision-making. Her structured and results-oriented approach consistently contributes to effective project delivery and sustainable impact across diverse sectors.

### Experience

- 05/2025- Present - Business Analyst – Beyond Consulting
- 09/2024- 05/2025 - Project Consultant - American Institute for Consultancy and Training
- 08 /2023 – 08/2024 - Project Management Specialist - MadfoatCom for e-Payments
- 03/2023- 06/2023 - Electrical and Power Engineer - Eco Engineering and Energy Solutions “EcoSol”
- 06/2022- 09/2022 - Electrical and Power Engineer - ETA-max Energy and Environmental Solution

### Education, Trainings and Certifications

- Bachelor's degree in Electrical Power and Energy Engineering- Princess Sumaya University for Technology
- Project Management Professional Exam Preparation Course – Amideast.
- Learning & Development Professional Certificate- Global Skill Development Council.
- Interpersonal Skills for Career Advancement-American Institute for Consultancy and Training.
- Measuring Training Effectiveness Course – American Institute for Consultancy and Training.



## SARA OWAIS

Business Analyst

### SKILLS

- Data Analysis
- Technical Tools
- Documentation
- Teamwork
- Communication
- Problem Solving
- Leadership & Initiative
- Technical Tools
- Strategic Planning

### Overview

Sara Owais is a dedicated and analytical Business Analyst currently working at Beyond Consulting, where she focuses on translating complex business requirements into actionable solutions. With strong capabilities in data analysis, process improvement, and stakeholder collaboration, she contributes to the successful delivery of strategic initiatives across various industries. Her work is grounded in a structured, detail-oriented approach that ensures business needs are accurately captured and efficiently implemented.

With experience in both consulting and corporate environments, Sara has developed a keen ability to manage projects, communicate effectively across teams, and provide data-driven insights that support informed decision-making. She excels in creating documentation, streamlining workflows, and aligning operational processes with broader business goals. Her professional strengths are reinforced by a commitment to continuous learning and delivering measurable value through thoughtful analysis and execution.

### Experience

- July 5–18, 2024 :MOBEDCO Veterinary Medicine Factory
- 2025 – Present : Beyond Consulting

### Education, Trainings and Certifications

- B.Sc. in Industrial Engineering
- Power BI – 30 hours
- Microsoft Excel – 21 hours
- Quality Management Systems (QMS)





## MOAYAD ZAITOUN

Business Analyst

### SKILLS

- Market Research and analytics
- Data analysis
- Documentation
- Communication and interpersonal skills
- Leadership and People Management
- Problem Solving
- Time Management
- Teamwork
- Presentation Skills
- Quick to adapt and learning
- Volunteer

### Overview

Moayad holds a Bachelor's degree in Industrial Engineering from Jordan university of Science and technology. He possess strong skills in market research, data collection and analysis, documentation, time management. In addition to his technical competencies, he has demonstrated effective leadership and team collaboration through active participation in university volunteer programs. Known for being quick to adapt and eager to learn, he thrive in dynamic environments and take initiative to continuously improve both his work, and his skill set.

Moayad passionate about leveraging data to drive business decisions and process improvements and committed to contributing value through analytical thinking and a proactive approach.

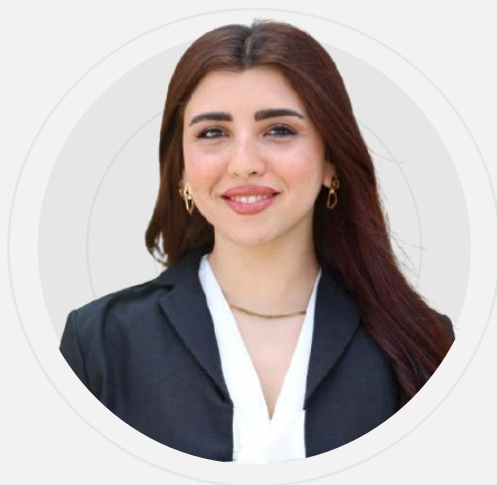
As a Business analyst at Beyond Consulting Ltd, Moayad gathering and analyzing data, identifying trends, and helping teams make informed decisions. he collaborate with stakeholders to understand business needs and translate them into clear, actionable solutions. This position allows Moayad to apply his analytical skills while continuously learning about strategy, operations, and effective communication in a real-world business environment.

### Experience

- May 2025 – Present, Business Analyst at Beyond Consulting Ltd.
- Feb 2025 – May 2025, Intern at Beyond Consulting Ltd.
- Sep 2024 – Nov 2024, Revenue and Pricing Analyst at Royal Jordanian HQ

### Education, Trainings and Certifications

- Bachelors in Industrial Engineering, Jordan University of Science and Technology



## 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.
- Certified Digital Marketing Professional (CDMP) – Digital Marketing Institute.

# THANK YOU

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