

Ahmed Sulaiman AlMuzaini

MBA – CMA – PMP – CPA – CIA – CGAP – CME

2796 Riyadh 13313

Muzainia@gmail.com | Ahmed@muzaini.me

www.muzaini.me

+966 555 48 32 47



Summary

Finance and Business Transformation expert with over twenty years of extensive consulting and executive experience in the fields of Financial Management, Business Transformation, Investment, Auditing, Accounting, Banking & Asset Management. Innovative Entrepreneur with advanced abilities to develop ideas, transform initiatives into successful and tangible projects. Held senior roles in different organizations across diversified industries, dealing with challenging business strategies and planning. My objective is to become a well-known figure in my field, at a local and regional level, to be able to support my community's growth and welfare.

Career Objective

Play active and vital role in a strong, promising, and ambitious organization that has a portfolio of strategic and qualitative projects that integrate with the Saudi Vision 2030 and its executive programs to contribute to achieving the vision of my beloved country.

Working and dealing with a professional team member of diverse cultures and experiences enabling me to employ my accumulated experiences to serve the organization and in the same time refining my skills and developing them to the next level.

Academic Qualifications

- Master of Business Administration (MBA) – Business with honor degree, Alfaisal University – Riyadh, Saudi Arabia. **2014**
- Bachelor degree in Economics and Business Administration, major Accounting, King Saud University, Saudi Arabia. **1999**



Professional Qualifications

- Passed CFA Level I, Jan 2016 and registered as CFA Level II Candidate. The **CFA** Program provides a strong foundation of advanced investment analysis and real-world portfolio management skills. The CFA Certification organized by **CFA** Institute.
- Certified Management Accountant (**CMA**) awarded in 2013, this credential is the gold standard of achievement in accounting and financial management. Offered and organized by The Institute of Management Accountants (**IMA**), the worldwide association for accountants and financial professionals working in business.
- Certified Public Accountant **CPA**, Saudi Organization for Certified Public Accountants (**SOCPA**) awarded in 2000. **SOCPA** is the organizing body for local accounting and auditing standards and practice in Saudi Arabia. **SOCPA's** local standards are developed based on US **GAAP**, International Accounting Standards (**IAS**) and International Financial Reporting Standards (**IFRS**).
- Certified Project Management Professional **PMP**®, Certified by Project Management Institute (**PMI**), awarded in 2011. Project Management Institute is the world's leading not-for-profit professional membership association for the project, program and portfolio management profession.
- Certified Internal Auditor **CIA** and Certified Government Auditing Professional **CGAP**, certified by American Institute for Internal Auditors (**IIA**) awarded 2004. The Institute of Internal Auditors is an international professional association with global headquarters in Altamonte Springs, Florida, USA. The IIA is the internal audit profession's global voice, recognized authority, acknowledged leader, chief advocate, and principal educator.
- General Securities Qualification Examination (**CME1**), (**CME2**) & (**CME3**), managed by the Capital Market Authority (**CMA**) in Saudi Arabia, 2012.



Professional Qualifications

- Completed nine papers out of thirteen of the fellowship of British Association of Chartered Accountants ([ACCA](#)), which adopts international accounting and financial reporting standards ([IFRS](#)). The remaining four papers are underway.



Work Experience

Co-Founder & Chief Executive Officer
Rseem Investment Company (RSEEM)
Jan 2022 - Present



Rseem Investment (**RSEEM**) is a company established to invest money, relationships, and talents in non-traditional entrepreneurial projects in various sectors that are compatible with the characteristics of the economic environment in the Kingdom of Saudi Arabia and in harmony with the renewable opportunities that have been generated and are still being generated from the transformation project that we are experiencing as a tangible reality with the programs and initiatives of Saudi Vision 2030. As founder and CEO during this phase, I oversee all foundational activities of the business, attract and empower the management team, prepare and develop business plans and strategies, lead all functions, tasks and daily activities, and prepare key performance indicators including the balanced scorecard business model. Managing risks, making decisions related to capital spending, managing projects related to the financial, business development and transformation, including private equity operations, arranging financing projects, mergers and acquisitions, and managing real estate investment opportunities.

Chairman's Senior Executive Advisor
Madr Investments Company (MADR) – Closed Joint Stock
Jan 2021 – Feb 2022



Madr Investment, a joint stock company specialized in arranging, structuring, and executing real estate investment opportunities with an investment portfolio value exceeding three billion Saudi riyals. Owners are looking forward for a complete restructuring of the company in conjunction with the plan to raise the level of governance and profitability to complete the requirements for its listing in the Saudi financial market (Tadawul). As Senior Executive Advisor during this phase, I oversee all operational activities of the business, attract and empower management team, prepare and develop business plans and strategies, lead all day-to-day functions, tasks and activities, and develop the key performance indicators across the organization. I'm also overseeing the risk management function, making decisions related to capital spending, in addition to capital restructuring and managing the listing project.

Board Member & Managing Director
Saudi Fisheries Company (Alasmak) – Public Listed Company
May 2018 – Sep 2019



Saudi Fisheries Company (**Alasmak**) is a public joint stock company engaged in the field of fisheries investments and trade. **Alasmak** founded in March 1981. For more than 20 years, the company has experienced a deterioration in profits and operational efficiency. At the beginning of May 2018, the Board of Directors decided to appoint me as *Managing Director* to plan and execute a significant transformation plan for the Company and restructure all its activities to improve its financial and operating models and return it back to the leadership position in the sector.

Work Experience – Cont'd

Co-Founder & Chief Consultant
Quality & Time Consulting (QT)
Mar 2011 - Present



QT is a consulting boutique specialized in financial, management, economic, business development and M&A advisory. **QT** commenced operations in March 2011, and its team's credentials and experiences go back to early 90s. As a Founder & Chief Consultant, I am responsible for managing all incorporation activities of the firm. In collaboration with the **QT's** team, I lead business planning and strategies development, forming and developing the consulting core team. Provide leadership and manage core business functions and day-to-day activities. Participated in building the firm, foreseeing the development of its corporate strategy as well as business strategies, establishing and monitoring the Key Performance Indicators & balanced scorecard framework. I am also responsible for risk management, capital budgeting decisions, managing corporate finance and arranging advisory functions including private placements, valuations, debt arraigning and M&A projects.

Co-Founder & Chief Executive Officer - CEO
Mulkia Investment – Closed Joint Stock
Oct 2012 – Mar 2016



Mulkia Investment is a Saudi Closed Joint Stock Company licensed by the Saudi Capital Market Authority (CMA) for Asset Management and Investment Banking. **Mulkia** incorporation started in November 2012 and commenced operations in May 2014. In less than 24 months, **Mulkia** had successfully achieved SAR 1 billion in assets under my management and licensed five investment funds. I was responsible for managing all activities to establish an asset management firm as per Saudi Capital Market Authority (CMA) regulations. Working with the founders to develop business plans and investment strategies, I formed the management team and managed all functions and day-to-day activities. I participated in building the company from inception to full operational stage; developing its corporate strategy as well as investment strategies, key performance indicators and balanced scorecard framework. I was also in charge of risk management, capital budgeting decisions, managing the company's portfolio (acting as a principal), investment funds setup & management (Equities, Private Equities & Real Estate). In addition to policies & procedures reengineering and organizational development, I also managed the company's corporate finance and arraigning functions including the private placements, valuations and M&A projects.

VP Strategy & Risk - (Deputy CEO)
Manafea Holding Company – Closed Joint Stock
Mar 2012 – Oct 2012



Manafea is an investment holding company owned by Sheikh Mohammed Abdulaziz Alrajhi Sons with total assets amounting to SAR 6 billion. **Manafea** owns three subsidiaries in real estate, hospitality and contracting with a large-size portfolio of private equities and listed securities. I was responsible for managing the strategy and risk management department. My responsibilities also included overseeing the development of the company's corporate strategy; investment strategy & implementation plans, key performance indicators and balanced scorecard framework, risk management, capital budgeting decisions; policies & procedures reengineering and organizational development, in addition to managing the enterprise resources management project with (SAP) solution implementation project.

Work Experience – Cont'd

VP Finance & Support Services - (Deputy CEO)

Saudi Automotive Services Company (SASCO) – Public Listed Company

Oct 2009 – Feb 2012



SASCO is a Saudi joint stock company incorporated in 1982. **SASCO** owns and operates a chain of car service centers, a number of motels, restaurants, fuel stations, and branded grocery stores (The Palm). I was responsible for managing the financial, accounting & shared services functions in addition to being an active key staff in business transformation project with a budget of more than SAR 500 Million. My responsibilities included financial planning, budgeting and modeling as parts of strategy development; overseeing financial reengineering, budget reporting, costs control, financial and investment risks management; enhancing and developing control systems over the company's assets; supervising the accounting and financial reporting systems in accordance with SOCPA, CMA & MoC rules, regulations and standards; liaising with financial institutions and assessing financial resources requirements; facilitating and managing bank loans for business expansion; developing financial resources and investment strategies (short term/long term); managing the Investments portfolio (over SAR 300 million); developing and supervising the implementation & compliance with corporate governance policy; managing merger & acquisition feasibility studies; valuations and modeling; overseeing the organizational development; structuring and process reengineering (policies, procedures and workflow); establishing and managing IT infrastructure and ERP system project (state-of-the-art data center with international retail system deployed in 100+ locations utilizing vSat technology in 6 months' time); managing the day-to-day shared service functions (IT, HR, SS, procurement, legal and inventory control); developing and implementing internal control policies & procedures; liaising with Tadawul & Capital Market Authority in all capital market regulations and compliance aspects, and assisting the CEO & Managing Director with recruitment, training and business development aspects.

VP Finance & Support Services - (Deputy CEO)

Alargan Projects (Argan) – Closed Joint Stock

Feb 2009 – Oct 2009



Alargan is a well-known real estate developer in GCC, specialized in residential real estate development with projects exceeding 3 billion Saudi Riyals. I was responsible for managing the financial, accounting & shared services functions in addition to being an active key staff in the company setup and business transformation. My responsibilities included financial planning; budgeting and modeling as parts of strategy development; overseeing financial reengineering, budget reporting and costs control; financial and investment risks management; enhancing and developing control systems over the company's assets; liaising with financial institutions, assessing financial resources requirements; facilitating and managing bank loans for business expansion; developing financial resources and investment strategies (short term/long term); managing day-to-day shared service functions (IT, HR, SS, Procurement, legal and inventory control); developing and implementing internal control policies & procedures, and assisting the CEO with recruitment, training and business development aspects

Founder & Principal, Financial & Business Development Advisory

TeamOne Consulting – Authorized by Capital Market Authority (CMA)

Dec 2005 – Jan 2009



TeamOne is a Saudi based company established in 2006 and among the very first companies licensed by the Capital Market Authority to provide Arranging & Advisory services in Securities. I was responsible for wide range of financial and business development advisory related mandates including private placements, private equity transactions, feasibility studies & business valuation; investments appraisals & project developments; financial analysis & capital structuring; merger & acquisition (M&A) advisory; compliance monitoring & anti money laundering; project development & management; diagnostic reviews (Financial & Operations); internal audit assessment; financial/operational due diligence; policies & procedures reengineering; auditing, accounting and business risks assessment mandates.

Work Experience – Cont'd

Financial Accounting Manager
Bank Albilad – Public Listed Company
Mar 2005 – Nov 2005



Albilad is a Saudi joint stock company, incorporated in 2004 with a share capital of SAR 6 billion. I had the chance to be one of the founding team members who participated in corporate start up tasks including developing policies and procedures in addition to managing the financial accounting aspects. I was responsible for all bank's financial operations and bookkeeping in addition to working with different teams and committees for system selection, testing and implementation project. I participated in developing the bank's capex and operational budget and finalizing the main chart of accounts and financial statements structure.

Financial Operations Manager & ERP Project Manager
Supreme Commission for Tourism & National Heritage (SCTH)
Jan 2003 – Mar 2005



SCTH is the first ever government agency responsible for tourism and heritage in Saudi Arabia (the Kingdom). **SCTH** mandate is to develop and promote the tourism industry in the Kingdom. I had the chance to be one of the founding team members who participated in corporate start up tasks, where I joined SCTH as Organizational Development Department Acting Manager & Financial Resources Development Manager with the main objective to help the organization standardize its policies and procedures and build up effective, efficient and automated management & accounting systems; define and evaluate its current financial resources and propose alternative resources to enable SCTH accomplish its objectives according to the strategic (master) & action plans. I was also in charge of developing finance, accounting, audit, administrative and HR charters; documenting business processes and procedures according to International Standardization Organization (ISO 9001) methodology, and overseeing Business Processes Re-engineering (BPR) to ensure readiness for ERP implementation.

In July 2004, I was promoted to Financial Operations Manager & ERP Project Manager to assume the duties of organizing and managing the financial operation activities and managing the ERP implementation until Go-Live phase. As the Financial Operation Manager, I supervised the regular financial operations including projects budgeting, budgets monitoring, cost reporting, bookkeeping, budget reallocation, chart of accounts development and cost/benefits analysis.









The ERP project team comprised of 20 professionals. My scope of work included planning, reporting, problems solving, and conflict management. I ensured that project objectives fit with the overall SCTH strategy. I focused on transferring of knowledge & organizational change management by alignment of business needs, bridging knowledge prior to project implementation, adoption of best practice, identifying risks underlying the organization, contingency planning, team building, and acting as the internal change management leader. I acted also as finance functional consultant for both government & commercial accounting systems. I also assisted the HRMS technical & functional team while configuring HRMS functions in the system.

Senior Associate
Ernest & Young International
Sep 1999 – Jan 2003








Ernst & Young is a global assurance, tax and advisory firm ranked No. 1 worldwide. I had the chance to start my career with EY in 1999 right after my college. I handled several roles within the organization and participated in different mandates in accounting, assurance, tax and business transformation advisory. In tax advisory department, my main objective was to help EY clients prepare their tax/Zakat returns efficiently and according to the applicable government regulations. My responsibilities included providing professional tax/Zakat advice to both local and foreign investors; assessing tax/Zakat impacts on financial statements as well as preparing tax/Zakat returns and appeal memorandums. During my work within assurance department, I conducted audit-planning, field audits, prepared audit programs and drafted audited financial statements and management letters for several clients in different industries. I also participated in developing procedures such as internal control reviews and financial due diligence. With business transformation department, I worked in several advisory mandates related to feasibility studies, due diligence, financial modeling and financial analysis. I also assisted EY in Saudization program and pre-recruitment tests for auditors & accountants. I was in charge of training of new staff on SOCPA accounting & auditing standards.









Memberships – Current

<ul style="list-style-type: none"> Board member of Tunisian Saudi Bank, Joint Stock Company, from Dec 2023. Audit Committee member of Tunisian Saudi Bank, Joint Stock Company, from Dec 2023. 	
<ul style="list-style-type: none"> Board Chairman of Algassim Investments Holding, Listed Company, from July 2024. 	
<ul style="list-style-type: none"> Board member of Gulf Union Cooperative Insurance, Listed Company, from Dec 2022. Audit Committee Chairman of Gulf Union Cooperative Insurance, Listed Company, from Dec 2022. Nominations & Remuneration Committee Chairman of Gulf Union Cooperative Insurance, Listed Company, from Jan 2023. 	
<ul style="list-style-type: none"> Board member of Banan Real Estate, Listed Joint stock Company, since Jan 2021 Audit Committee Chairman of Banan Real Estate, Joint stock Company, since Jan 2021. 	
<ul style="list-style-type: none"> Board member of IT Belt Company, Closed Joint stock Company, since Feb 2022. Chairman of the Audit Committee for IT Belt Company, Closed Joint stock, since Apr 2022. 	
<ul style="list-style-type: none"> Member of the Audit Committee for Saudi Accreditation Center, a National Center, since July 2020. Chairman of the Audit Committee for Abdullah Abdulaziz Alrajhi & His Sons Group, a Closed Saudi Joint Stock Company, since Nov 2021. 	
<ul style="list-style-type: none"> Independent board member of Alwaha REIT fund, listed public fund managed by Wasatah Capital and licensed from capital market authority. The fund invest in income generating real estate. from Apr 2022. 	
<ul style="list-style-type: none"> Chairman of the Audit Committee for Saudi Ceramics, a listed Saudi Joint Stock Company, since April 2022. 	
<ul style="list-style-type: none"> Independent Board Member of Education Private Equity Fund for Mulkia Investment, a private fund specialized in developing a chain of kindergarten schools, licensed by the Saudi Capital Market Authority (CMA) since 2015. Independent Board Member of Beverage Private Equity Fund for Mulkia Investment, a private fund specialized in investing in Beverage sector, licensed by the Saudi Capital Market Authority (CMA) since 2019. Independent Board Member of Makkah Real Estate Fund for Mulkia Investment, a private fund specialized in investing in real estate development within Makkah, licensed by the Saudi Capital Market Authority (CMA) since 2023. 	

Memberships – History



<ul style="list-style-type: none"> Board member of Algassim Investments Holding, Listed Company, from Feb 2023 to July 2024. Nominations & Remuneration Committee chairman of Algassim Investments Holding, Listed Company, from Feb 2023 to July 2024. 	
<ul style="list-style-type: none"> Board member of Thakher Development, Closed Joint stock Company, from March 2021 to September 2022. 	
<ul style="list-style-type: none"> Board member of Saudi Fisheries Company, a listed Saudi Joint Stock Company, from Oct 2017 to Oct 2020. Member of the Audit Committee for Saudi Fisheries Company, a listed Saudi Joint Stock Company, from Oct 2017 to May 2018. Managing Director for Saudi Fisheries Company, a listed Saudi Joint Stock Company, from May 2018 to Sep 2019. 	
<ul style="list-style-type: none"> Board member of Hrakat.tv Enterprise, a Ltd Saudi Company, from Sep 2019 to Sep 2022. Audit Committee Chairman of Hrakat.tv Enterprise, a Ltd Saudi Company, from Oct 2020 to Sep 2022. 	
<ul style="list-style-type: none"> Board member of ADD Enterprise, a Ltd Saudi Company, from Mar 2019 to Jun 2022. Audit Committee Chairman of ADD Enterprise, a Ltd Saudi Company, from Jun 2019 to Mar 2022. 	
<ul style="list-style-type: none"> Member of the Audit Committee for Aljasriah Financing Company, a closed Saudi Joint Stock Company, from Jan 2016 to Mar 2020. Independent Board member of Aljasriah Financing Company, a closed Saudi Joint Stock Company, from March 2021 to Jan 2022. Chairman of the Audit Committee for Aljasriah Financing Company, a closed Saudi Joint Stock Company, from March 2021 to Jan 2022. 	

Memberships – History

<ul style="list-style-type: none"> Member of the Audit Committee for Saudi Ceramics, a listed Saudi Joint Stock Company, since July 2018 to March 2022. 	
<ul style="list-style-type: none"> Member of the Audit Committee for Abdullah Abdulaziz Alrajhi & His Sons Group, a Closed Saudi Joint Stock Company, from Jan 2019 to Nov 2021. 	
<ul style="list-style-type: none"> Member of the Audit Committee for Ceramics Pipes Company, a closed Saudi Joint Stock Company a subsidiary of listed Saudi Joint Stock Company, from Jan 2019 to Jan 2022. 	
<ul style="list-style-type: none"> Chairman of the Audit Committee for Alahlia Insurance Company, a listed Saudi Joint Stock Company, from Dec 2016 to Jun 2019. Chairman of the Nominations & Remuneration Committee for Alahlia Insurance Company, a listed Saudi Joint Stock Company, from Jun 2019 to Dec 2020 Board member of Alahlia Insurance Company, a listed Saudi Joint Stock Company, from Jun 2016 to Dec 2020 	
<ul style="list-style-type: none"> Board member of TeamOne Consulting, a Saudi Ltd. Company licensed by the Saudi Capital Market Authority (CMA), from 2005 to 2013. 	
<ul style="list-style-type: none"> Head of Asset Committee at Mulkia Investment, a Closed Saudi Joint Stock Company licensed by the Saudi Capital Market Authority (CMA) for Asset Management and Investment Banking, with Assets Under Management (AUM) above SAR 1 billion, from 2012 to 2016. 	
<ul style="list-style-type: none"> Member of Investment Committee at Mulkia Investment, a Closed Saudi Joint Stock Company, from 2012 to 2016. Independent Board Member of Saudi IPO Fund for Mulkia Investment, a public Sharia-compliant fund deals with new initial public offerings investments licensed by the Saudi Capital Market Authority (CMA) from 2013 to 2020. Independent Board Member of Real Estate Plaza Development Fund for Mulkia Investment, a private fund specialized in developing commercial plazas for rent, licensed by the Saudi Capital Market Authority (CMA) from 2015 to 2019. Independent Board Member of Real Estate Income Generating Fund for Mulkia Investment, a public Sharia-compliant fund specialized in acquiring income-generating assets for yield and capital appreciation, licensed by the Saudi Capital Market Authority (CMA) since 2015. Member of Nomination & Remunerations Committee at Mulkia Investment, a Closed Saudi Joint Stock Company, from 2012 to 2016. 	
<ul style="list-style-type: none"> Member of Audit Committee for Khozama Management Company, a Closed Saudi Joint Stock Company, from 2009 to 2010. 	
<ul style="list-style-type: none"> Board Member & Head of Audit Committee for the Body Masters Company, a Closed Saudi Joint Stock Company operating chain of gymnasium clubs, from 2009 to 2010. 	

Training & Development

Development never stops. In addition to continuous learning efforts within professional certifications obtained during my career, I enrolled in the following courses:

<ul style="list-style-type: none"> High Performance People Skills provided by the London Business School, 2015. 	
<ul style="list-style-type: none"> Oracle Boot Camp for Financial, Human Resources and Supply Chain Solutions, 2004. 	
<ul style="list-style-type: none"> In addition to several training courses both internationally & locally in different subjects such as Accounting, Auditing, Taxation, Zakat, Leadership, Project Management, Risk Management, Presentation Skills, Appraisals, ISO Auditing (9001:2000) & English Language. 	

Skills / Capabilities

I have excellent computer skills (Excel, Word, PowerPoint, Front Page, Outlook, Microsoft AX 2009, Oracle Business Suite & MS Project Management, MS Visio, etc.). I am highly proficient in both Arabic (native speaker) & English (as a second language). I have good mathematical and critical thinking skills as well as strong interpersonal skills. I am hardworking, open-minded, have a strong sense of loyalty, organized, and fast learner.

Hobbies & Interests

On the personal side, I like reading, Internet, poetry, hunting and traveling. In addition, from business side, I have interest in developing projects, entrepreneurship, technology, and business development solutions.

Personal Data

Birthday: 21st May 1977G (3 Jumada II, 1397H)

Marital status: Married

Dependents: Four, Spouse and 3 Children.

More About Me..

You are welcome to visit my website or my space in social media.



www.muzaini.me

www.linkedin.com/in/muzainia/

twitter.com/muzainia

References..

To be furnished upon request.

