

“Wisdom is not a product of schooling
but of the lifelong attempt to acquire it.”
— **Albert Einstein**



دار الحكمة للإستشارات المهنية
Dar Al Hekma Professional Consultancy

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About

Established in 2020, Dar Al Hekma Professional Consultancy is a premier, Saudi-owned advisory firm dedicated to driving sustainable impact. We partner with both public and private sector clients across the Kingdom of Saudi Arabia to design, build, and deliver high-impact transformation programs aligned with Vision 2030.

By seamlessly combining localized Saudi market insights with world-class international program delivery experience, we successfully turn complex corporate strategies into measurable results. Our elite multidisciplinary team brings decades of global expertise across diverse industries, including the public sector, financial services, hospitality, healthcare, and retail.

At Dar Al Hekma, our data-driven methodologies ensure that our strategic recommendations are practical, implementable, and fundamentally geared toward long-term value creation and financial sustainability.

Our Value Proposition

Subject Matter Expertise

We deliver deep industry insights and data-driven solutions based on globally recognized standards to maximize organizational value and operational optimization.

- Cross-Industry Knowledge
- Execution & Delivery
- Data-Driven Standards

Saudi Based and Owned

As a local firm, we provide practical, implementable recommendations perfectly aligned with Vision 2030 and unique Kingdom stakeholder dynamics.

- Proven Implementation
- National-Scale Impact
- Comprehensive Solutions

Proven Track Record

Our leadership team successfully executes national-scale transformation programs, unlocking billions in value creation across public and private sectors.

- Localized Expertise
- Vision 2030 Alignment:
- Practical Recommendations

Core Offerings



Strategy and Transformation



Financial Advisory



Corporate Restructuring and Turnaround



Treasury Management



Project and Program Management



Business Operations Optimization



Human Capital and Leadership Advisory



Sustainability and ESG Advisory

Strategy and Transformation

Partnering with entities to design resilient business models, conduct market research, perform feasibility studies, and establish Project Management Offices (PMOs) aligned with Vision 2030.

Resilient Business Models

Partner with corporate and public entities to drive long-term growth.

Strategy Execution

Establish robust Project Management Offices (PMOs) to turn corporate visions into measurable realities.

Market Entry & Diversification

Conduct deep market research, global benchmarking, and rigorous feasibility studies.

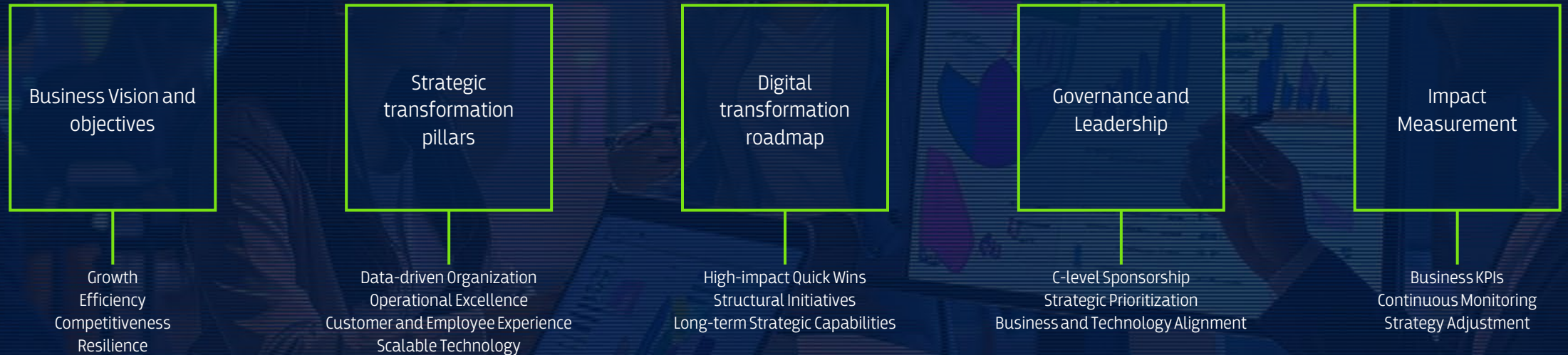
Vision 2030 Alignment

Align organizational goals with Saudi Arabia's Vision 2030 to capture sustainable market opportunities across the Kingdom and GCC region.

Sample Deliverable

- Market Research & Benchmarking Report
- Feasibility & Diversification Studies
- Vision 2030 Realignment Strategy
- PMO Charter & Execution Framework

Digital Transformation Strategy Framework



Financial Advisory

Delivering data-driven strategies, sophisticated valuation models, cash projection mapping (OPEX/CAPEX), cost rationalization, and debt restructuring blueprints to secure financial sustainability.

Capital Optimization

Provide data-driven financial strategies to back high-stakes investment decisions.

Financial Modeling

Build sophisticated valuation models, project long-term OPEX/CAPEX cash infusions, and perform discounted cash flow (DCF) analyses.

Cost & Debt Restructuring

Restructure credit facilities and rationalize corporate costs to maximize profitability.

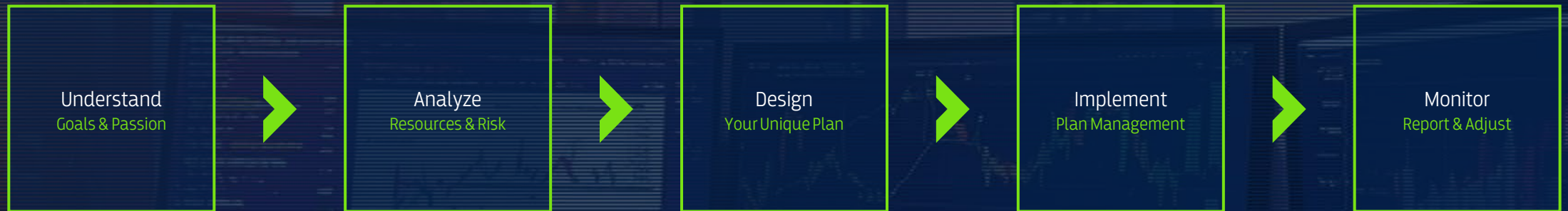
Investment Cases

Build robust investment cases for government-backed mega-projects or private debt to mitigate risk, reduce funding dependence, and secure financial sustainability.

Sample Deliverable

- Integrated Financial & Valuation Models
- OPEX & CAPEX Capital Infusion Plans
- Discounted Cash Flow (DCF) & Investment Cases
- Cost Rationalization & Debt Restructuring Blueprints

Financial Advisory Process



Corporate Restructuring and Turnaround

Optimizing organizational performance through target operating model designs, workforce rightsizing, governance framework implementation, digital transformation, and post-merger integrations.

Performance Optimization

Help struggling or expanding organizations through holistic corporate restructuring and operating model updates.

Workforce & Governance

Conduct rightsizing exercises, decrease payroll overhead, and establish modern corporate governance frameworks for regulatory compliance.

Digital Transformation

Integrate advanced technology to streamline internal operations.

Agile Adaptability

Revitalize legacy factory layouts and manage complex post-merger integrations across commercial subsidiaries to thrive in changing ecosystems.

Sample Deliverable

- Target Operating Model (TOM) Design
- Workforce Rightsizing & Payroll Optimization Matrices
- Corporate Governance & Compliance Frameworks
- Digital Transformation & Post-Merger Integration Playbooks

Business Restructuring Key Challenges

Communication
& Stakeholder
Management

Resistance to
Change

Financial &
Legal
Complexity

Uncertainty

Cultural
Integration

Implementatio
n Challenges

Treasury Management

Safeguarding corporate liquidity, managing multi-billion-riyal credit facilities, designing project financing frameworks, and implementing strategic hedging policies to mitigate financial market risks.

Liquidity Safeguards

Offer comprehensive treasury solutions designed to safeguard liquidity and optimize capital structures.

Funding & Project Financing

Oversee capital structuring strategies, manage multi-billion-riyal credit facilities, and design robust project financing frameworks.

Cash & Risk Management

Streamline day-to-day corporate cash management and implement strategic hedging to mitigate market volatility.

Financial Governance

Deliver deep banking insights to manage complex corporate debt, leveraging experience with prominent Saudi holding companies and real estate developments.

Sample Deliverable

- Capital Structuring & Funding Strategies
- Credit Facility Refinancing Packages
- Cash Management & Liquidity Dashboards
- Market Risk & Hedging Policy Manuals

Treasury Management

Cash
Management

Liquidity
Management

Debt
Management

Optimum Utilization
of
Funds

Banking
Relationships

International
Funding

Risk
Management



Project and Program Management

Setting up and managing Enterprise Project Management Offices (ePMOs), building program master schedules, and implementing strict risk mitigation frameworks for massive national transformation projects.

National Transformation

Orchestrate complex national transformation initiatives and bridge critical infrastructure gaps through elite program oversight.

ePMO Setup & Governance

Manage the end-to-end setup of Enterprise Project Management Offices (ePMOs) to establish rigid governance frameworks, track performance, and implement risk mitigation.

Execution Oversight

Combine global project management standards with localized execution insights to manage cross-functional teams, keeping massive operations on schedule and within budget.

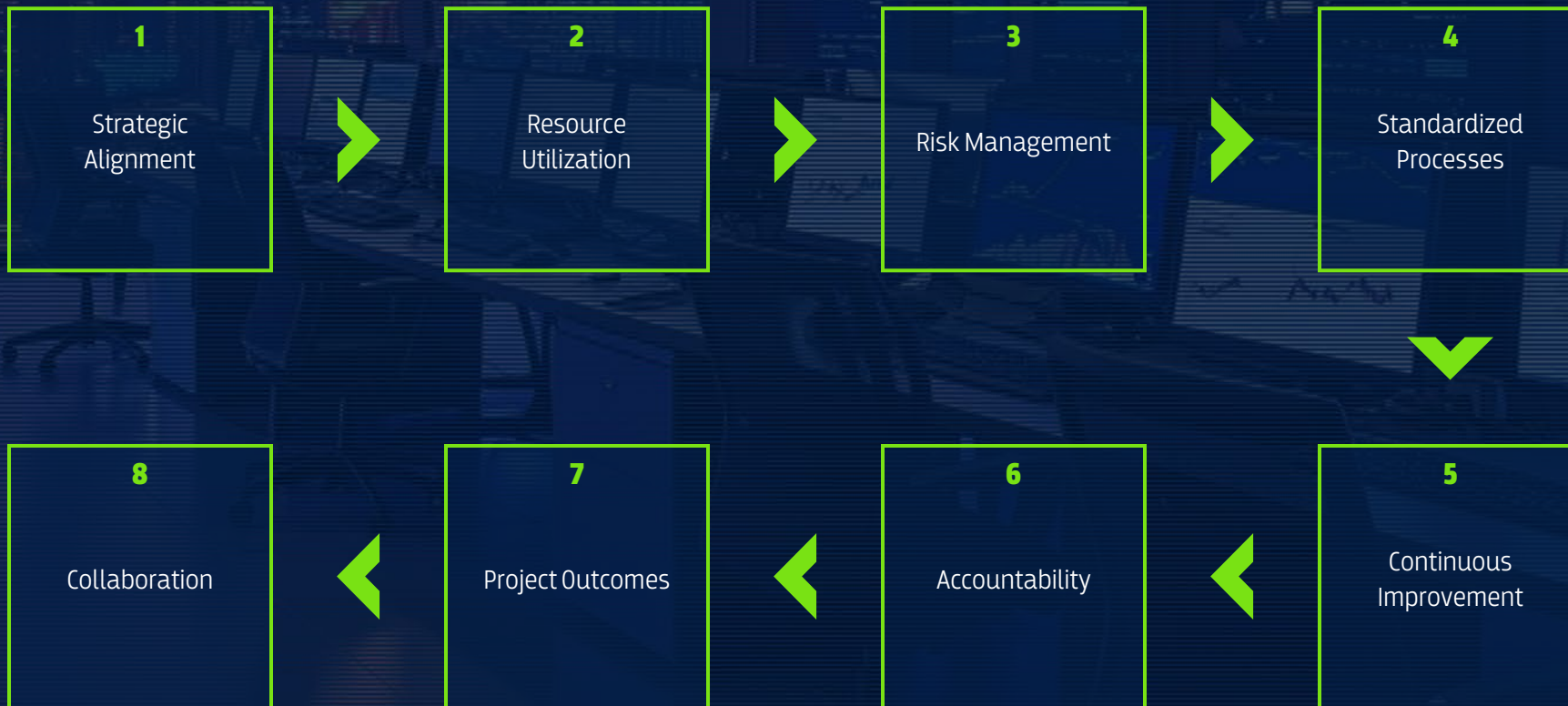
Resource Optimization

Apply a data-backed approach to ensure complete project optimization and maximum resource utilization for public and private entities.

Sample Deliverable

- Enterprise PMO (ePMO) Governance Framework
- Program Master Schedules & Milestones
- Risk Registers & Mitigation Matrix
- Performance Tracking Dashboards

Enterprise Project Management



Business Operations Optimization

Mapping workflows, conducting time-and-motion studies, optimizing supply chain networks, and utilizing predictive demand planning to reduce waste and boost bottom-line profitability.

Workflow Transformation

Revamp internal workflows to reduce operational costs, enhance productivity, and boost bottom-line profitability.

Factory & Equipment Efficiency

Conduct intensive process mapping, time and motion studies, and plant layout redesigns to maximize equipment utilization.

Supply Chain & Logistics

Specialize in supply chain optimization, centralized logistics, and advanced demand planning driven by historical trends and population analytics.

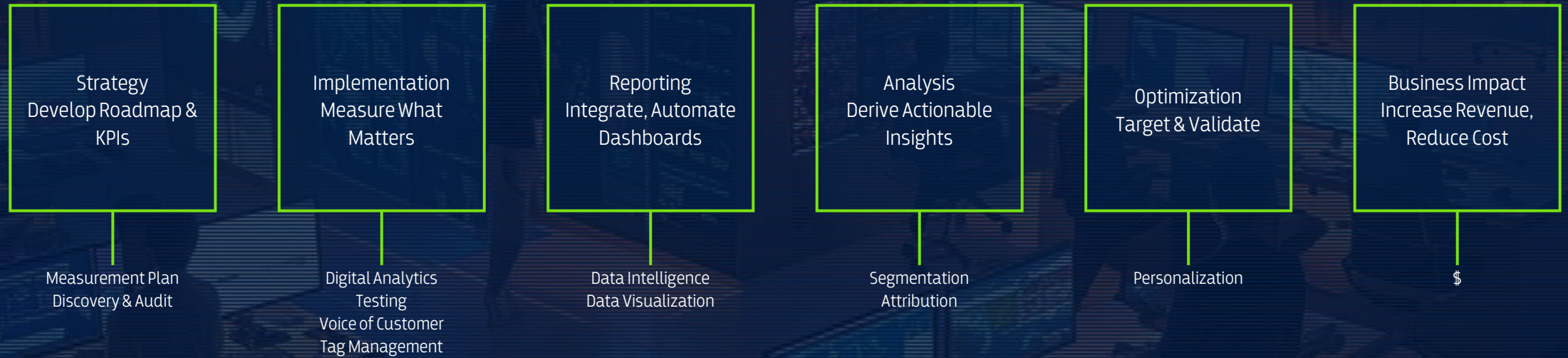
Scalable Systems

Eliminate waste, streamline procurement, establish clear KPIs, and seamlessly integrate technology to build scalable operating systems that support market expansion.

Sample Deliverable

- As-Is & To-Be Process Maps
- Time & Motion Study Analysis
- Supply Chain & Logistics Network Designs
- Predictive Demand Planning Models

Optimization Framework



Human Capital and Leadership Advisory

Building high-performing workplace cultures through strategic workforce allocation, KPI-driven performance frameworks, capability development roadmaps, and executive succession plans.

Culture & Deployment

Transform workplace cultures and optimize workforce deployment to build agile, high-performing organizations.

Cost Minimization

Deliver strategic workforce planning, workload assessments, and organization-wide rightsizing to significantly minimize recruitment and payroll costs.

Performance & Succession

Design KPI-driven performance management frameworks, structured training programs, and clear leadership succession plans aligned with industry best practices.

Talent Alignment

Foster deep employee engagement and intentional cultural transformation to ensure human capital directly supports broader operational goals and the corporate vision.

Sample Deliverable

- Strategic Workforce Allocation Plans
- KPI-Driven Performance Frameworks
- Training & Capability Development Roadmaps
- Executive Succession & Leadership Plans

Human Capital Management Overview



Sustainability and ESG Advisory

Guiding organizations through the design of custom ESG reporting frameworks, corporate CSR strategies, sustainable logistics playbooks, and climate/operations continuity planning.

CSR & Development

Guide public and private organizations in developing impactful Corporate Social Responsibility (CSR) strategies and sustainable development frameworks.

Custom ESG Frameworks

Design tailored Environmental, Social, and Governance (ESG) architectures and sustainability reporting mechanisms aligned with global standards and regional socio-economic goals.

Future-Proof Operations

Combine data-driven strategies with practical business continuity and risk mitigation planning to protect operations against evolving environmental and regulatory challenges.

Lasting Impact

Deliver environmental value and positive social impact, whether managing operations for mega climate events or localizing sustainable practices.

Sample Deliverable

- Corporate CSR & Sustainability Strategies
- Custom ESG Architecture & Reporting Manuals
- Climate & Operations Continuity Frameworks
- Sustainable Logistics Playbooks

ESG and Sustainability Reporting Framework

E

Environmental

Climate Change Strategy

Biodiversity

Water Efficiency

Energy Efficiency

Carbon Intensity

Environmental Management System

S

Social

Equal Opportunities

Freedom Of Association

Health & Safety

Human Rights

Customer & Product Responsibility

Child Labor

G

Governance

Business Ethics

Compliance

Board Independence

Executive Compensation

Stakeholder Democracy

Bribery & Corruption

Industries We Serve





Visionary Advisors



Ghassan Shoibe
Founder & CEO

Brings over 28 years of corporate banking and treasury experience. He has restructured over 30 billion SAR in credit facilities and managed major Vision 2030 public projects.



Paul Touloumbadjian
Financial Advisor

Offers 40+ years of international financial industry experience, including deep regulatory work in Saudi Arabia. He excels in corporate governance, re-engineering, and managing multi-billion-dollar Shariah-compliant funds.



Simon Price
Investment Expert

Simon is an investment professional with 30+ years of global experience at firms like JP Morgan. He maintains a strong track record of positive returns through bear markets.



Ziad Ghosn
Transformation Expert

A workplace and human capital transformer with 25+ years of experience. He specializes in strategy implementation, organizational design, and restructuring across public and retail sectors.



Philip R. Diab
C-Suite Strategy Executive

Drives organizational growth through complex digital and enterprise transformation programs. His proven track record includes serving as the C00 for the massive UN mega-event, COP28.



Stephanie Antonian
AI & Technology Advisor

Stephanie provides strategic advisory on AI initiatives for prominent global institutions. Her tech industry background includes project leadership at X – The Moonshot Factory and consulting for NASA.



Mohamed Saharti
Senior Projects Manager

Has 30+ years of consulting experience across marketing, project management, and corporate communications. He holds specialized expertise in corporate social responsibility and strategic organizational sustainability solutions.



Sheryl Foo
Economic Strategist

Sheryl serves as a government advisor, specializing in investment, public policy, and industrial transformation. Her background includes leading critical economic development agendas for both NEOM and Singapore.



Dr. Jad Najem
Finance Lecturer & Valuator

Dr. Najem combines 12+ years of banking and private equity experience with academic lecturing in France and Lebanon. He holds a DBA and accredited Certified Valuation Analyst credentials.



Dania Hallab
Human Capital Consultant

Dania has 9+ years of experience in HR consulting, coaching, and business excellence. She has coached and mentored over 400 entrepreneurs and SMEs across regional non-profit and public sectors.



Vindhya Alahari
Strategy & Transformation Leader

Vindhya delivers over 12 years of business transformation experience across real estate, healthcare, and IT. She has built high-impact governance frameworks for international consulting firms and Saudi ministries.



Salim Fayed
Marketing & Brand Professional

Salim possesses 18+ years of comprehensive experience in agency leadership and integrated marketing communications. He has successfully driven brand growth and market share for leading multinational MENA brands.



Karim Soueissi
Risk Management Consultant

A Certified Financial Risk Manager with 18+ years of experience in fund management and consulting. He specializes in feasibility studies and private equity across the UAE.



Nawaf Halawani
Property & Facility Management Advisor

Nawaf is a seasoned executive with 26+ years of experience in operations and property management. He currently manages over 1,000 properties, including heritage sites, for the Ministry of Culture.

Case Studies



Woodwork Manufacturing Transformation



Metrology Infrastructure Enhancement



Healthcare Strategy and Operations



Strategic Workforce Realignment in Transportation

Optimizing Profitability and Operational Efficiency

Woodwork Manufacturing Transformation

Project Background

Our client – a conglomerate – has a leading woodwork manufacturing company in Saudi Arabia, sought to improve profitability, optimize operations, and strengthen its workforce and governance, requiring a holistic transformation strategy.

Objective

1. Expand market presence and increase revenue through strategic sales and partnerships.
2. Optimize factory operations for better efficiency and productivity gains.
3. Strengthen financial management.
4. Develop human capital by improving workforce capabilities, governance, and performance tracking.

Optimizing Profitability and Operational Efficiency

Woodwork Manufacturing Transformation

Solution Provided

Market Expansion & Business Development:

Conducted market research, identified key growth opportunities in Saudi Arabia & GCC, and developed a targeted sales strategy.

Factory Optimization & Efficiency Improvements:

Conducted time & motion studies, improved equipment utilization, and optimized plant layout to enhance productivity.

Financial Modeling & Valuation:

Built detailed financial models, projected cash infusion needs (OPEX & CAPEX), and conducted valuation using DCF analysis & benchmarking.

Human Capital & Workforce Restructuring:

Developed a new organizational structure, Designed a hiring, training & skill development plan with industry best practices and implemented KPI-driven performance management.

Key Outcomes

- Enhanced sales pipeline and expanded geographical reach, increasing revenue.
- Achieved higher operational efficiency, reducing costs and increasing equipment utilization.
- Strengthened financial governance, enabling better cash flow management and debt restructuring.
- Built a skilled workforce with structured training, performance tracking, and optimized labor deployment.

Transforming Healthcare Strategy and Operations

Healthcare Strategy and Operations

Project Background

We supported our client – a government entity in the healthcare ecosystem in KSA - in strategic, digital, and transformation projects across supply chain, logistics, medical equipment, and key healthcare departments.

Objective

1. Establish a centralized Kingdom Reference Lab (KRL) to localize specialized testing and optimize transportation strategies.
2. Develop a financial model to justify national healthcare investments and long-term cost savings.
3. Conduct actuarial studies to assess the impact of population growth on reagent demand planning.

Transforming Healthcare Strategy and Operations

Healthcare Strategy and Operations

Solution Provided

Benchmarking & Best Practice Analysis:

- Conducted a comparative analysis of G20 and leading healthcare institutions across 5 strategically selected countries.
- Evaluated transportation and logistics efficiency, centralized lab models, and demand planning frameworks to establish global best practices.

Financial Modeling for Lab Implementation:

Developed a data-driven financial model for a centralized Kingdom Reference Lab (KRL), incorporating a deductive approach to project cost efficiencies in localized testing and quantifying long-term savings over a 10-year horizon.

Actuarial-Based Demand Planning Model:

- Analyzed past reagent consumption trends to identify usage patterns.
- Applied actuarial techniques to model future demand, incorporating population growth trends, disease prevalence rates, and evolving healthcare needs.
- Conducted benchmarking of global healthcare institutions with advanced demand planning frameworks to refine the forecasting methodology.

Key Outcomes

- Positioned the client for international recognition by adopting benchmark-driven strategies.
- Reducing government funding dependence, ensuring long-term financial sustainability.
- Established a data-backed framework for metrology growth, enabling optimized decision-making.

Expansion Roadmap and Resource Planning

Metrology Infrastructure Enhancement

Project Background

Saudi Arabia's National Metrology Institute, aimed to bridge critical infrastructure gaps, align with global standards, and expand metrology services across fluid flow, blackbody radiation, inorganic analysis, and other key domains.

Objective

1. Identify gaps & sectoral needs across metrology services.
2. Benchmark 30 global NMIs to adopt best practices.
3. Develop a 5-year roadmap for laboratory expansion.
4. Conduct financial analysis & ROI projections for sustainability.

Expansion Roadmap and Resource Planning

Metrology Infrastructure Enhancement

Solution Provided

Comprehensive Gap Assessment:

Identified critical infrastructure & regulatory needs for metrology advancement.

Global Benchmarking Study:

Analyzed 30 leading NMIs for insights on ISO compliance, technical capabilities & operational excellence.

Strategic Roadmap:

Defined expansion priorities, workforce requirements & partnership strategies.

Financial Modeling & Impact Assessment:

Projected revenue with an improved net margin and potential hundreds of millions of SAR in annual cost savings from mismeasurement reductions.

Government Funding Support:

Built a successful investment case for a mega project, enabling the client to advance Vision 2030 & NIDL objectives.

Key Outcomes

- Positioned the client for international recognition by adopting benchmark-driven strategies.
- Reducing government funding dependence, ensuring long-term financial sustainability.
- Established a data-backed framework for metrology growth, enabling optimized decision-making.

Driving Efficiency in Transportation Operations

Strategic Workforce Realignment in Transportation

Project Background

A publicly listed company operating in the Saudi Arabian transportation sector required a comprehensive revitalization of its human capital strategy. The organization faced emerging technical challenges, shifting operational demands, and the critical need to modernize its internal structures to support the Kingdom's broader economic evolution.

Objective

1. Identify structural redundancies and talent gaps across the transportation workforce.
2. Align the organization's human capital strategy directly with Saudi Arabia's Vision 2030.
3. Conduct exhaustive workload assessments to determine optimal staffing requirements.
4. Perform financial payroll simulations to evaluate long-term cost-saving opportunities.

Driving Efficiency in Transportation Operations

Strategic Workforce Realignment in Transportation

Solution Provided

Comprehensive Lean Workload Assessment:
Analyzed day-to-day operational capacities and identified baseline productivity gaps to eliminate resource underutilization.

Structured Rightsizing Exercise:
Evaluated departmental frameworks to correct overstaffing, decrease payroll overhead, and establish lean operational benchmarks.

Strategic Resource Redistribution:
Designed a target workforce allocation model to smoothly transition personnel into critical, value-generating roles.

Financial Modeling & Payroll Simulations:
Built sophisticated data-driven simulations to project exact financial impacts, optimizing future recruitment and overhead expenses.

Vision 2030 Human Capital Realignment:
Developed a future-proof workforce framework that satisfies new technical demands and supports national localization and economic objectives.

Key Outcomes

- **Optimized Recruitment & Onboarding:** Significantly lowered overall recruitment efforts by maximizing internal talent mobility and restructuring existing roles.
- **Minimized Payroll Overhead:** Successfully reduced corporate expenditures through targeted rightsizing and strategic resource redistribution.
- **Data-Backed Workforce Framework:** Established a scalable, lean assessment methodology enabling leadership to make optimized, long-term personnel decisions.

Thank You



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