



MOHAMMED BIN SALEH

BOARD DIRECTOR · AUDIT COMMITTEE CHAIRMAN · IPO ADVISOR
MANAGEMENT CONSULTANT · FINANCIAL ENGINEERING · EXECUTIVE TRAINER & COACH

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The rare advisor who has sat in **every seat that creates value** — founder, chief executive, board director, audit-committee chairman, and IPO advisor.

20+ YEARS OF LEADERSHIP	800+ CLIENTS SINCE 2016	~30 TRANSACTIONS STRUCTURED & FINANCED	~SAR 1B COMPANY SALE (BOARD SEAT)
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With more than 20 years of leadership in Saudi Arabia and internationally, Mohammed Bin Saleh has built and run companies, governed boards, chaired audit committees, and structured around 30 financial transactions — from capital raises and debt financing to a company sale approaching SAR 1 billion. He has taken one company through IPO, with three more in his pre-IPO portfolio, and his consulting firm has served 800+ clients since 2016. He works with companies both as a hands-on consultant and as a high-level trainer and coach — the rare advantage of someone who has actually done the work he advises on and teaches.

THREE WAYS TO WORK TOGETHER

- 01 On your board**
As an independent director, audit-committee chairman, or executive-committee member.
- 02 As your consultant**
I lead the project end to end — from diagnosis to delivery — in the areas on the next page.
- 03 As your trainer & coach**
I deliver high-level training and coaching that builds your team's capability, on-site or online.

HARVARD BUSINESS SCHOOL · BABSON COLLEGE · KFUPM · CISI · CMA · LGCA

WHAT I DO

In every area below, I can do both: **lead the consulting project** for your company, and **deliver high-level training** for your team — on-site or online.

Corporate Governance & Board Effectiveness

CONSULTING

TRAINING

Boards and committees that work, clear director duties, and governance that passes regulator and investor scrutiny — and protects your valuation.

Internal Control, Audit, Risk & GRC

CONSULTING

TRAINING

An internal audit function, controls, enterprise-risk and GRC framework that a board can trust and a regulator will accept.

IPO & Pre-IPO Readiness

CONSULTING

TRAINING

Preparing a company end to end for a CMA listing — governance, financials, controls, and the equity story. One listing delivered; three more underway.

Financial Engineering & Deal Structuring

CONSULTING

TRAINING

Capital, debt and equity financing, and cross-border or offshore structures — around 30 transactions delivered to date.

Corporate Finance & the Finance Function

CONSULTING

TRAINING

Strengthening finance and the CFO role — evaluating, selecting, and setting CFO KPIs — plus finance for non-financial leaders.

Strategy, Feasibility & Business Planning

CONSULTING

TRAINING

Testing the idea, then building the strategy, the feasibility study, the financial model, and the business plan.

Executive Thinking & Value Creation

CONSULTING

TRAINING

Sharper decision-making and a value-creation mindset for senior leaders and high-potential teams — my flagship programme.

HOW WE DELIVER IT

Consulting: by project or retainer, led at a senior level from first meeting to last. **Training:** focused one-day intensives or multi-day deep-dives, delivered as a closed cohort exclusively for your team, on-site or live online, with one-to-one and team coaching to make it stick.

WHY COMPANIES BRING ME IN

Everything on the previous page, I have done as an operator — not only taught. I have founded and run companies, sat on boards, chaired audit committees, structured around 30 financial transactions, and taken a company through IPO. That is what makes the advice — and the training — credible.

BOARD & COMMITTEE MEMBERSHIPS

- › **Saad Bin Dajam Steel Co.** (Closed JSC) — Board Member & IPO Advisor; Chairman, Audit Committee
- › **AME Company** (Publicly Listed) — Chairman, Audit Committee
- › **Razeen Capital** (Closed JSC) — Co-Founder; Chairman, Executive Committee
- › **ASAS Sport Specialization Co.** — Chairman of the Board & Co-Founder
- › **StepShip Logistics Services** — Chairman of the Board
- › **Professional Holding Co.** (Closed JSC) — Board Member
- › **Al Marjea Consulting** (Closed JSC) — Board Member
- › **Jadwa Cloud** — Founder, CEO & Board Member
- › **Joy Business Services** — Co-Founder, CFO & Board Member
- › **Value Innovation Consulting** — Founder & CEO

SELECTED RESULTS

- › **~SAR 1 billion company sale** — board member in the sale of a company for nearly one billion riyals.
- › **~30 transactions structured & financed** across Saudi and international markets, including offshore structures in Morocco and the Cayman Islands.
- › **Capital raises from SAR 1M to SAR 100M**, and debt financing arranged from SAR 4M to SAR 70M.
- › **One company taken through IPO**, with three further companies currently in the pre-IPO portfolio.
- › **800+ clients** served through Value Innovation Consulting since 2016; thousands of users on Jadwa Cloud.
- › **~100,000 followers** and ~30 million monthly impressions on X (@alalawialzhrani).

SECTORS SERVED

Automotive · Operations & Maintenance · Financial Services · Private Equity · Family Offices · Manufacturing · Logistics · Retail ·
Technology · Food & Beverage · Real Estate

Client engagements are held in confidence. Case detail and references from chairmen, CEOs, and senior executives are available on request.

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PROFESSIONAL SUMMARY

Board director, IPO advisor, and management consultant with 20+ years of leadership across consulting, capital markets, governance, and audit. Has structured around 30 financial transactions — capital raises from SAR 1M to 100M and debt financing from SAR 4M to 70M, including offshore structures — served as board member in a company sale approaching SAR 1 billion, and taken one company through IPO with three more in his pre-IPO portfolio. Founder and CEO of a consulting firm serving 800+ clients; audit/executive-committee chairman across listed and closed joint-stock companies. Combines hands-on operating experience with deep technical expertise — delivered as advisory engagements and as high-level executive training and coaching.

CORE EXPERTISE

Corporate Governance & Board Effectiveness · Internal Control, Audit, Risk & GRC · IPO & Pre-IPO Readiness · Financial Engineering & Deal Structuring · Corporate Finance & CFO Advisory · Strategy, Feasibility & Business Planning · Executive Leadership & Value Creation

PROFESSIONAL EXPERIENCE

- Founder & CEO** — Value Innovation Consulting 2016 – Present
Founded and lead a management-consulting firm serving 800+ clients in strategy, feasibility, financial modelling, governance, and turnaround.
- Founder, CEO & Board Member** — Jadwa Cloud (Jadwa Information Technology) 2018 – Present
Built a financial-planning technology platform used by thousands to create business models, feasibility studies, investment decks, and valuations.
- Co-Founder & CEO** — Al Tarteeb Professional Consulting 2022 – Present
Co-lead a firm specialising in IPO and pre-IPO readiness, corporate governance, risk advisory, and the arrangement of debt and equity financing.
- Partner, Co-Founder & CFO** — Joy Business Services 2021 – Present
Co-founded a business-services company and lead its financial affairs as chief financial officer.
- Co-Founder** — Razeen Capital 2021 – Present
Co-founded a CMA-licensed capital-markets investment-advisory firm serving the retail market.
- Vice President, Middle East** — Asis International, Amsterdam 2017 – 2020
Led regional business expansion and high-value client relationships for an international solutions firm.
- Chief Executive Officer** — HomeCo 2011 – 2013
Led a residential and commercial maintenance company, building client relationships and operational efficiency.
- Deputy Internal Audit Manager** — Abdul Latif Jameel Co. (Toyota) 2004 – 2011
Led audit teams through risk assessments, control evaluations, and audit execution; mentored staff auditors and reported findings to senior management.
- Earlier ventures** — founder & CEO roles in SME consulting, food & beverage, and e-business 2008 – 2016

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- › **AME Company** (Publicly Listed) — Chairman, Audit Committee (2023–2025)
- › **Razeen Capital** (Closed JSC) — Board Member; Chairman, Executive Committee (2024–2025)
- › **ASAS Sport Specialization Co.** — Chairman of the Board & Co-Founder (2024–)
- › **StepShip Logistics Services** — Chairman of the Board (2024–)
- › **Professional Holding Co.** (Closed JSC) — Board Member (2022–2024)
- › **Al Marjea Consulting** (Closed JSC) — Board Member (2022–)
- › **Jadwa Cloud** — Board Member (2021–)
- › **Joy Business Services** — Board Member (2021–)

EDUCATION

King Fahd University of Petroleum & Minerals (KFUPM) — B.S., Management Information Systems, College of Industrial Management · 2004

Harvard Business School (HBS) — Entrepreneurship (2018); Alternative Investments Management (2022)

Babson College — Mini-MBA, Executive Education · 2018

Kaplan University — Diploma in Entrepreneurship · 2011

CERTIFICATIONS & LICENCES

CISI — Wealth & Investment Management (ICWIM / CME-4) · CMA — Capital Market Examination (CME-1) · LGCA — International Certificate in Corporate Governance · AASBC — Accredited SME Consultant (ASMEC) · Licensed Management Consultant, Saudi Ministry of Commerce (No. 12242) · Certified Trainer, Institute of Public Administration

LANGUAGES

Arabic (native) · English (excellent)

THOUGHT LEADERSHIP

Recognised commentator on X / Twitter (@alalawialzhrani) with a following approaching **100,000** and around **30 million** monthly impressions — on investment, finance, wealth management, and strategic thinking.

INDUSTRIES SERVED

Automotive · Operations & Maintenance · Financial Services · Private Equity · Family Offices · Manufacturing · Logistics · Retail · Technology · Food & Beverage · Real Estate

Client engagements held in confidence; case detail and references from chairmen, CEOs, and senior executives available on request.

BIOGRAPHY

Mohammed Bin Saleh has spent more than twenty years building, leading, and governing companies across Saudi Arabia and internationally. A graduate of King Fahd University of Petroleum & Minerals in Management Information Systems, he began his career in internal audit at Abdul Latif Jameel (Toyota), where he led audit teams through risk assessments and control evaluations — the grounding in financial discipline that still shapes his work today.

In 2016 he founded Value Innovation Consulting, a management-consulting firm that has since served more than 800 clients in strategy, feasibility, financial modelling, governance, and turnaround. He went on to found Jadwa Cloud, a financial-planning technology platform used by thousands to build business models, feasibility studies, and valuations, and to co-found Al Tarteef Professional Consulting, which specialises in IPO and pre-IPO readiness, corporate governance, and the arrangement of debt and equity financing. Earlier in his career he served as Vice President for the Middle East of an international firm based in Amsterdam.

Today his focus is the boardroom. He sits as a board director and chairs audit and executive committees across listed and closed joint-stock companies — including a steel manufacturer that secured Capital Market Authority approval to list — and served as a board member in the sale of a company for nearly SAR 1 billion. Across his career he has structured around 30 financial transactions — capital raises from SAR 1 million to 100 million, debt financing from SAR 4 million to 70 million, and cross-border structures — taken one company through IPO with three more in his pre-IPO portfolio, and advised family and mid-market companies on strengthening governance and preparing for public markets.

He is a management consultant licensed by the Saudi Ministry of Commerce and a certified trainer at the Institute of Public Administration. His qualifications include executive education at Harvard Business School and Babson College, and professional certification in wealth and investment management (CISI), capital markets (CMA), and corporate governance (LGCA). Alongside his advisory work, he is sought after as a high-level executive trainer and coach, helping organisations build the same capabilities in their own people. He is also a recognised voice on X (Twitter) — [@alalawialzhrani](#) — where his commentary on investment, finance, wealth management, and strategic thinking reaches a following approaching 100,000 and around 30 million impressions each month. He lives and works in Jeddah, Saudi Arabia.

CONTACT