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Mohammed Bin Saleh

Strategic Advisor & Executive Coach

BUSINESS STRUCTURING · VALUE CREATION

Founder & CEO, Value Innovation Management Consulting
Founder and partner in a number of companies and investment initiatives
Board member and advisor to executive leaders and business owners



22+
years of professional experience

920+
clients served by Value Innovation

~30
investment and financing transactions supported

Professional Vision

We work with business owners, investors and executive leaders to confront strategic challenges, uncover investment opportunities, structure businesses, and turn major decisions into tangible results.

We combine strategic vision, financial engineering, governance and executive leadership through an approach that goes beyond giving advice to taking an active part in founding companies, structuring investment opportunities, and managing strategic initiatives and leading their execution.

I believe the greatest value an advisor can offer emerges when knowledge becomes decisions, decisions become achievements, and achievements become lasting value for business owners and their partners.

Leadership and Advisory Experience Spanning More Than Two Decades

Mohammed Bin Saleh's professional experience spans more than 22 years, combining founding and leading companies, serving on boards of directors and chairing audit committees, and providing strategic, financial and organizational advisory to business owners and company leaders.

Since the founding of Value Innovation Management Consulting in 2016, the firm has served more than 920 clients in strategy, business structuring, performance improvement, governance, growth and investment.

His experience includes supporting about 30 investment and financing transactions, alongside serving on the boards of companies whose value approached SAR 1 billion, and taking part in the strategic, investment and governance decisions that shape companies' growth and sustainability.

His experience is distinguished by combining advisory thinking with executive responsibility: his contributions go beyond developing strategies and recommendations to founding companies, building their business models, structuring their investment opportunities, and taking part in leading and executing initiatives.

Company Founding and Business Structuring

Founding companies and taking part in building and leading them is one of the central themes of Mohammed Bin Saleh's career, turning opportunities and ideas into scalable business models, institutions and economic initiatives.

He has founded and co-founded a number of companies in professional advisory, technology, investment and operational services, including Value Innovation Management Consulting, Tarteeb Professional Consulting, Jadwa Cloud, Confidence & More, ASAS Sport Specialization and Joy Business Services, alongside other ventures in founding and leading businesses.

These ventures reflect a practical method that starts with identifying the opportunity and understanding its economic feasibility, then developing the business model and the organizational and financial structure, building the right partnerships, and finally managing initiatives and leading their execution.

The nature of his involvement varies with the needs of each venture, across founding, ownership, executive leadership, board membership and strategic advisory, reflecting his ability to work at different stages of the business life cycle.

This approach rests on the conviction that the real value of advice appears when ideas and decisions turn into operating businesses, effective institutions and sustainable economic results.

Early Founding and Entrepreneurial Ventures

Before founding Value Innovation, he led a series of entrepreneurial, commercial and technology ventures, founding and managing businesses in e-services, restaurants, and operations and maintenance, alongside a venture in smartphone trading. These ventures built a practical understanding of company founding, business model development, financing, operations management, and dealing directly with market and growth challenges.

Value Innovation Management Consulting
Founder & CEO
Since May 2016

Jadwa Cloud
Founder & CEO
Since January 2018

Tarteeb Professional Consulting
Co-Founder & CEO
Since August 2022

ASAS Sport Specialization
Chairman & Co-Founder
Since 2024

Confidence & More
Founder & CEO
Since October 2026

Joy Business Services
Co-Founder & CFO
2021 – November 2026

Early Founding and Entrepreneurial Ventures

Western Oven Restaurants
Founder & CEO
January 2014 – April 2016

Hayat United Maintenance Operation Company (HUMCO)
Founder & CEO
January 2011 – December 2013

Electronic Business Experts Foundation (EBE)
Founder & CEO
December 2010 – December 2013

Opportunity discovery › Business model development › Organizational & financial structuring › Partnership building › Execution leadership ◆ Value creation

Sectors and Specialized Expertise

His experience covers manufacturing, financial services, investment, technology, real estate, logistics, professional services, operations and maintenance, and automotive, alongside work with family businesses, startups, mid-sized companies, and organizations preparing for transformation, growth or entry into the capital markets.

Advisory engagements with clients are subject to professional confidentiality; further details on selected engagements and references can be provided under the appropriate controls and approvals.

Value Innovation Management Consulting

Mohammed Bin Saleh founded Value Innovation Management Consulting in 2016, on a vision of raising the quality of strategic, managerial and financial decisions for business owners, investors and executive leaders.

The firm delivers its services by combining strategy, finance, governance and organizational development, with a focus on understanding the core challenges, defining the decisions required, designing the right solutions, and supporting execution.

Understand the truth › **Define the decision** › **Build the solution** ◆ **Support execution**

The firm's practice areas include strategy and growth, business structuring, organizational transformation, profitability and liquidity improvement, financial planning and internal valuation, feasibility studies, business models and investment presentations, governance and organizational design, business turnaround, and executive advisory and leadership coaching.

The firm builds lasting professional relationships with business owners and leaders, allowing a deeper understanding of how organizations really work and helping turn strategic directions into decisions and initiatives that can be executed.

Investment Experience and Financial Engineering

Mohammed Bin Saleh's investment experience brings together an understanding of business models, financial analysis, investment structuring and decision-making, through work on investment, financing and company-development opportunities at different stages.

He has supported about 30 investment and financing transactions, covering opportunity assessment, development of financial and investment structures, financial planning, business valuation for decision-making purposes, and preparing companies to engage with investors and financing institutions.

His work also extends to leading investment initiatives and taking part in developing and executing them, drawing on his experience in founding companies, board membership and executive leadership.

Through Tarteeb Professional Consulting, he also serves as IPO Strategic Advisor, guiding companies from IPO readiness through listing, with 5+ companies advised to date.

His approach treats investment as an integrated system that brings together economic feasibility, financial structure, governance, operating capability, and growth and exit potential.

Executive Advisory and Leadership Coaching

Mohammed Bin Saleh provides strategic advisory and executive coaching to board members, chief executives and C-suite leaders, including finance, operations, investment and human resources leaders.

He focuses on strengthening leadership effectiveness and the quality of strategic decisions, and on supporting leaders through organizational challenges and major transitions, drawing on more than two decades of hands-on experience in executive management, governance, investment and company founding.

His method combines strategic thinking with executive experience, helping leaders turn decisions into organizational results and lasting value.

Current Positions and Professional Engagements

Founding & Executive Leadership

Value Innovation Management Consulting — Since May 2016
Founder & CEO

Jadwa Cloud — Since January 2018
Founder, CEO & Board Member

Tarteeb Professional Consulting — Since August 2022
Co-Founder, CEO & Board Member
IPO Strategic Advisor

Confidence & More — Since October 2026
Founder, CEO & Board Member

Investment, Boards & Partnerships

Amer PropTech — Since November 2026
Chief Investment Officer & Board Member

Al Marjea Professional Services — Since January 2022
Board Member
Owner of Shariyah Review Bureau

ASAS Sport Specialization — Since 2024
Chairman & Co-Founder

Razeen Capital — Since January 2021
Co-Founder
Licensed by the Capital Market Authority

Executive Advisory & Coaching — Since January 2024

Board & C-Suite Executive Advisor and Coach
Value Innovation Management Consulting (VIM)

These engagements reflect the range of his roles across founding, executive leadership, investment and governance, with the nature of responsibility and involvement differing from one company to another.

Previous Board and Committee Memberships

Company	Position	Period
Saad Bin Dajam Steel Co.	Board Member	November 2021 – July 2026
	Audit Committee Chairman	June 2022 – July 2026
AME Company for Medical Supplies	Audit Committee Chairman	July 2023 – July 2025
Professional Holding Co.	Board Member	January 2022 – December 2024
Razeen Capital	Board Member & Executive Committee Chairman	2024 – December 2025
StepShip Logistics Services	Chairman of the Board	2024 – November 2026
Joy Business Services	Co-Founder, CFO & Board Member	2021 – November 2026

His responsibilities in these roles included taking part in strategic direction, governance, oversight, risk management and organizational transformation, alongside contributing to companies' readiness for growth, financing and the capital markets.

Previous Executive Experience

December 2017 – December 2020
Acies International — Amsterdam
Vice President, Middle East

January 2014 – April 2016
Western Oven Restaurants
Founder & CEO

January 2011 – December 2013
Hayat United Maintenance Operation Company (HUMCO)
Founder & CEO

December 2010 – December 2013
Electronic Business Experts Foundation (EBE)
Founder & CEO

August 2009 – July 2010
Smart Phone Co
Managing Director

December 2004 – November 2011
Abdul Latif Jameel — Toyota
Deputy Manager, Internal Audit

These roles built a practical understanding of executive leadership, operations, internal control and institutional management, and formed the foundation for his later work in company founding, advisory, investment and boards of directors.

Economic Thought and Writing

Economic writer and author of The Boats (القوارب)

Alongside his advisory and leadership work, Mohammed Bin Saleh writes on economics, management, investment and leadership, and is the author of the book The Boats (القوارب).

His writing reflects an interest in the relationship between economic thought, human behavior and decision-making, and in how knowledge and experience can be turned into insights that help individuals and organizations understand their reality and shape their future.

His voice extends to digital platforms, where he shares his views and analysis on business, investment and management with a wide audience interested in economic and professional affairs.

Education and Academic Qualifications

King Fahd University of Petroleum & Minerals — College of Industrial Management
Bachelor of Science in Management Information Systems, 2004

Harvard Business School Online
Certificate in Entrepreneurship, 2018
Certificate in Alternative Investment Management, 2022

Babson College
Mini-MBA Executive Education Program, 2018

Kaplan University
Higher Diploma in Entrepreneurship, 2011

Professional Certifications and Licenses

CISI | ICWIM | CME-4
International Certificate in Wealth & Investment Management

Capital Market Authority — Passed the capital markets examination (**CME-1**).

LGCA — Certified International Corporate Governance Officer (ICCGO).

AASBC — Accredited SME Consultant (ASMEC).

Saudi Ministry of Commerce — Licensed management consultant, license no. 12242.

Institute of Public Administration — Certified trainer.

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