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Core Skills

- Strategic, Analytical & Technical Aptitude
- AEC Future Technology Research & Implementation
- Full AEC Lifecycle RIBA Stages A-L & NEOM / PIF Stages
- Collaborative Teamwork Approach
- Confident Communicator and Presenter
- Authentic and Inclusive Leadership
- Extensive Regional GCC Experience & Delivery

Personal Profile

A Corporate Built Environment professional, Design-Development Director, RIBA Architect and AEC tech specialist. **20 years** UK, GCC and international experience. Leading and delivering complex multi-disciplinary projects across all stages through **Stage-Gates**. Pre-concept to design, tender and completion on complex giga projects.

Based in **KSA with New Murabba**, delivering design development, planning and LDC project management across the Mukaab and wider masterplan within an integrated multidisciplinary model.

Worked extensively at **NEOM - AECOM, ATKINS, Grimshaw, Wilkinson Eyre** and **GAJ** on, **Masterplanning, Commercial / Real Estate, Civil, Infrastructure, Destination** and **Hospitality** projects of international regard.

Executive MBA graduate with 'BA' and 'MA' degrees in Architecture, plus credentials in Oxford University's **AI Strategies and Implementation (AEC)**, **Cities and Sustainable Development, Smart Cities Strategist** and Project Management. Produced commended '**BIM + Blockchain**' research on AEC stakeholder value creation and gave pro-bono support for Dubai's Warsan **COVID-19** facility.

Collaborative, proactive team player and confident communicator, combining **cross-disciplinary thinking** with technical rigour to solve challenges and exceed client briefs.

Key Professional Achievements

- **New Murabba – Mukaab.** Client-side coordination between Design & Development Exec Directors, CEO and Board-level.
- As part of the IPMT core team, managed 4 of 12 (33%) of all main NEOM Magna Assets through to Design Delivery stages.
- Led crisis project and programme management at the **EXPO 2020** site, delivering a 10K patient-capacity COVID-19 facility and handover to DHA during Dubai's peak lockdown.
- Designed, led and or **completed 40+ projects** across all stages on multiple significant project types in the GCC / internationally.
- Core design team on **ATKINS EXPO 2020 DHA Metro Extension** project consortium bid.
- Enhanced project profitability at ZAD through CMAP digital transformation, with robust risk strategies and an **agile business model responsive** to client and project needs.
- **Signed 110m Aed in new projects contract values** with ZAD. Targeted business development and professional network use.
- **Secured Capital Investment plan 4m Aed / 20% share** start up firm engaging key clients as angel investors / stakeholders.
- Developed new value and revenue models for smart-building stakeholders with global industry leaders, informing distinction-level **(90%)** Executive MBA research on '**BIM + Blockchain: Construction Productivity Opportunities.**'
- Instigation of **Dassault Systèmes 3D** platform, coordinating consultants to instigate Building Lifecycle Management (BLM).
- **Artificial Intelligence Oxford University** – Thesis Focus AEC Applications and Strategies Generative & Agentic Opportunities in BIM – Achieved Outstanding **(85%)**.
- Passionate, proactive Mentorship, CPD advocate, transferring knowledge, expertise, growing effective talent and firm ethics.

Education

Executive Master of Business Administration – E.MBA
BAYES (CASS) Business School,
City, University of London – Dubai -
London. Distinction. 2017 - 2019

Professional Practice in Architecture – RIBA Part 3
University of Cambridge – UK.
Chartership. 2009 - 2010

Postgraduate Masters Architecture – RIBA Part 2
University College London, UCL –
UK. Merit. 2005 - 2007

BA (Hons) Architecture and The Built Environment – RIBA Part 1
University of Sheffield – UK. 2:1.
2000 - 2003

Qualifications

Artificial Intelligence Programme
– Oxford University - Saïd Business
School. 2026

AECOM ACCELERATE – Future
Snr Management and Leadership
Programme. AECOM. 2024

Saudi Council of Engineers
Member No: 1064930. 2024-6

SMART CITIES – Management
Strategies of Smart Buildings and
Urban Infrastructures. EPFL. 2020

Digital Transformation in Construction – Strategies and
Implementations. BCG Group. 2020

Blockchain in Business –
Applications in Construction and
Asset Management. INSEAD. 2019

Royal Institute of British Architects – RIBA Chartered
Member. RIBA. 2011

Architects Registration Board.
A.R.B. 2011

Professional Experience

Director Design & Development – New Murabba 2025 to Present. Riyadh, KSA

Client-side role. New Murabba, PIF's 19 km² downtown giga-project, including iconic 2 million m², 400m³ Mukaab development.

- Design & Development Executive Director and Mukaab CEO liaison, upstream strategy advisor and team coordinator.
- Mukaab Design-Development Risk co-ordination, costing and communication internally to HQ and monthly CEO report.
- LDC Consultant (AECOM - Jacobs JV) core co-ordinator onboarding, kick-off and familiarization through pre concept and concept design stages.
- Directed design development and approvals to ensure project vision and quality standards.
- Oversight on Mukaab Basement and Circular Park masterplan programme within the overall Mukaab Downtown Masterplan.

Snr Design Manager – AECOM 2021 to Present. Neom, KSA

Unique opportunity at NEOM, KSA's most significant Giga Project, new region with a hyper ambitious new city scale brief with and initial \$500b+ budget.

- Multi region Snr Design Manger, Stage Review Co-ordinator and Project Delivery lead across individual assets and mixed-use community developments across NEOM with focus on MAGNA, GULF OF AQABA and TROJENA regions.
- Detailed focus on the projects of TREYAM, GIDORI, ELANAN, JAUMUR, XAYNOR and the MAGNA Staff Service Village developing each project from Founding Board approvals and business case development through to construction tender.
- Neom Bay Airport. PAS competition evaluation approvals board.
- Liaison with Client Development team and Key AECOM team members focused on Pre-Concept, Asset Brief assembly and Concept coordination.
- Stakeholder and risk management to minimise project risks.
- Projects procurement management oversight, negotiations and award for all International Lead Design Consultants on 3 core South MAGNA assets and 1 Mixed Use Community.
- 'NEOM Procedures' coordinator with governing body. Authoring key documents to support PAM role and responsibilities.
- PMC Project-Design Manager, lead coordinator for MAGNA Exec Residential Village, directing all consultants. \$400m asset.
- Projects Architecture Style (PAS) department creation overseeing design quality guideline standards implementation across all NEOM regions and iconic projects.
- Dassault Systèmes 3D platform. Digital twin and asset life cycle.

Associate Partner – ZAD Studio Consultants 2015 to 2017 & 2018 to 2020. Dubai, UAE

Early-stage strategic founder. Oversaw business roles, growth strategy, client relations, ops management, and core projects.

- Team leader. Managed project finances, negotiations, contracts, and project risk lifecycles. Achieved quantifiable financial returns and defendable profit margins delivering stable project results.

- Sourced, negotiated, implemented, and managed 'CMAP' PM / Accounting / Data system platform business wide, facilitating data analytics, tracking project/company performance metrics, informed management decisions and commercial agility.
- Designed and implemented ZAD's 'Stage Gate' strategy as the GCC's first CMAP adopter, embedding Six Sigma DMAIC across project stages to improve efficiency, governance and data-driven decision-making.
- Secured repeat business from Panalpina, negotiating a \$12m GCC expansion contract.
- Managed the full client lifecycle: negotiations, on/offboarding, feedback, QA/QC, data analysis, growth.
- Employees CPD's, mentoring, leadership, knowledge transfer, environmental and ethics standards.

Senior Consultant – ATKINS Realis

2017 to 2018. Dubai, UAE

Worked alongside 'Head of Architecture' focusing on Rail / Infrastructure, Commercial Real Estate and Masterplan projects within the UAE.

- 'EXPO 2020 Dubai Metro Extension,' RTA. Core team member developing station and terminus options for the 15 km Red Line extension. Applied RDMAIC to anticipate risks and align consortium proposals, costs and programme timelines within a complex, time-critical client environment. Delicate client relationship.
- 'La Mer,' Dubai Properties. Design management lead, client brief development, final bid proposal, presentation, and construction evaluation.
- 'Mall of Emirates Expansion,' Majid Al Futtaim. Parking expansion and Shiek Zayed Road access and infrastructure coordination.

Senior Architect and Project Co-Ordinator – Godwin-Austen-Johnson

2012 to 2015. Dubai, UAE

Extensive GCC consultancy opportunity within an established firm across multiple buildings projects and phases in UAE, KSA and Qatar.

- Established the Doha office, securing licences, premises and initial hires for live projects while liaising with Dubai partners and driving business development across Qatar's megaproject market.
- 'Qatar Academy Campus,' GEMS. PM co-ordination, design consultants, contractor risk management. Time, cost, quality risk mitigation.
- Coordinated GCC precast suppliers. Enabled just-in-time delivery to maintain the construction programme.
- 'Arcadia Prep School.' Design management lead and consultant coordination. 'School of Yr. 2016', 1st 'LEED Green Building' certified.

Project Architect – Austin-Smith-Lord

2012 to 2012. London, UK

Joined the London HQ, leading GCC building and infrastructure projects following professional chartership.

- 'Qasr Al Hosn Cultural Quarter,' ADACH, Abu Dhabi. Led design coordination for the masterplan's roads and infrastructure package, aligning 80+ professionals and government stakeholders.

Architect – Grimshaw and Partners

2008 to 2012. London, UK

International consultancy role specialised on aviation, infrastructure, design management and coordination.

- 'Heathrow Airport,' BAA Ltd. Core team member supporting the 3rd runway and Terminals 2 + 5 masterplan, including client and UK government evaluations and audits amid intense political and public scrutiny.
- 'Gatwick South Terminal,' BAA Ltd. Core team member developing new departures concourse arrangement, arrivals, drop off and rail link infrastructure rebuild as well as Airport wide new wayfinding strategy.
- 'Terminal 1 St Petersburg (Pulkovo) Airport' NCG. Terminal and development masterplan core design guardian team. Co-ordination with Ramboll, Arup, Pascall & Watson, Buro Happold and Turner & Townsend.
- 'St Bolotophs,' Minerva. Led fast track project delivery, co-ordinating consultants and contractor Skanska through construction, handover and occupancy. Achieved BREEAM Excellent through Lean integration.

Architect – Wilkinson Eyre

2007 to 2008. London, UK

- 'Gardens by The Bay,' National Parks. Concept to Detailed Design. 'World Building of the Year 2012.'
- Co-founder of 'Sustainability Review.' Environmental project review audits. Attained ISO14001 certification.

Key Projects

TRANSPORT – RAIL – AVIATION – INFRASTRUCTURE

• NEOM Bay Airport, Redevelopment & Expansion, NEOM, KSA.	\$650m	2021
• RTA Metro Extension, EXPO 2020, Dubai, UAE.	\$2.9b	2018
• Heathrow Airport Expansion and 3rd Runway, London, UK.	\$15.0b	2012
• Heathrow Terminal 2 Vehicle Infrastructure Strategy, London, UK.	\$125m	2012
• Pulkovo International Airport, Terminal 1, St Petersburg, Russia.	\$1.18b	2011
• Gatwick Airport South Terminal Expansion, London, UK.	\$300m	2011

MASTERPLANS / DESTINATION DEVELOPMENTS

• New Murabba – The Mukaab, Riyadh, KSA.	\$50b	2026
• Circular Park Mukaab Masterplan, Riyadh, KSA.	\$N/A	2025
• NEOM Zero – Peninsula Masterplan and Sub-City District, NEOM, KSA.	\$15.0b	2021
• Kingdom City Masterplan and Strategy, Jeddah, KSA.	\$23.0b	2016
• Qasr al-Hosn Cultural Quarter District, Abu Dhabi, UAE.	\$500m	2012
• Gardens by the Bay, Biomes Destination, Singapore.	\$1.1b	2008

RESIDENTIAL & MIXED USE

• JAUMUR Mixed-Use Community, Magna, NEOM, KSA.	\$7.73b	2025
• Staff Service Villages (SSV), Magna Asset, NEOM, KSA.	\$400m	2022
• GIDORI Residences & Mixed-Use Community, Magna, NEOM, KSA.	\$1.97b	2021
• Covid-19 - EXPO 2020 Residential Village, Warsan, Dubai, UAE.	\$30m	2020
• La Mer, Dubai Properties, Dubai, UAE.	\$170m	2018

COMMERCIAL

• TROJENA Ski Village, NEOM, KSA.	\$N/A	2021
• Fly Dubai New Headquarters, Dubai, UAE.	\$170m	2019
• Mall of the Emirates Expansion, Dubai, UAE.	\$272m	2018
• Lu-Lu Commercial Tower, Dubai, UAE.	\$90m	2017
• St Bolotophs Tower, City of London, UK.	\$260m	2011

CIVIL and EDUCATIONAL

• GEMS International, Dubai, UAE.	\$80m	2016
• Qatar Academy Campus, Doha, UAE.	\$250m	2015
• Qatar National Courthouse and Legal Quarter, Doha, Qatar.	\$200m	2015

HOSPITALITY

• XAYNOR, Magna, NEOM, KSA.	\$85m	2024
• TREYAM, Magna, NEOM, KSA.	\$975m	2023
• ELANAN, Magna, NEOM, KSA.	\$172m	2022
• TROJENA Ski Village, NEOM, KSA.	\$N/A	2021

Technical Platforms

Microsoft Office Suite, Power-Bi, CMAP Project Management, Autodesk 360, Dassault Systems 3D, Aconex, Revit 360, Rhino, Adobe Creative Suite, Smartsheet's, QuickBooks, Sage.

References

References can be provided on request.