

HISHAM DARWISH

23 years of honing skills and refining expertise

Certified Strategy & Business Planning Professional | Business Consultant | Trainer



DETAILS

ADDRESS

Jeddah
Saudi Arabia

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PERSONAL

21 JAN 1980

When my life story began

43 YRS

Seasons Experienced

Lebanese

Roots and Wings

Married

Pair Bonding Status

LINKS



My LinkedIn Profile

[hishamkdarwish](#)

Let's cross paths; reach out and connect



My Online Credentials

www.hishamkdarwish.com

An engaging digital showcase

AT A GLANCE

23+

Years of
Experience

220+

Satisfied
Clients

270+

Business
Strategies
& Plans

2250+

Trained
Delegates

1.2BSR+

Managed
Budgets

PROFILE

With over 23 years as a certified Strategy and Business Planning professional, my expertise extends beyond formulating strategies for a range of businesses to hands-on implementation across various sectors. This unique approach, grounded in direct operational involvement, distinguishes me from other consultants and ensures the practical success of the strategies I devise.

As an SME business consultant, I've mentored over 2000 entrepreneurs in the Middle East, honing my insight into market dynamics and economic trends. My experience is characterized by a results-driven mindset, strategic leadership, and the capacity to meet ambitious targets under tight deadlines.

My ability to recognize patterns and analyze data aids in solving complex issues, enhancing business efficiency and profitability. This combination of strategic planning and operational execution sets me apart, making me a valuable asset to businesses aiming to navigate today's challenging economic environment.

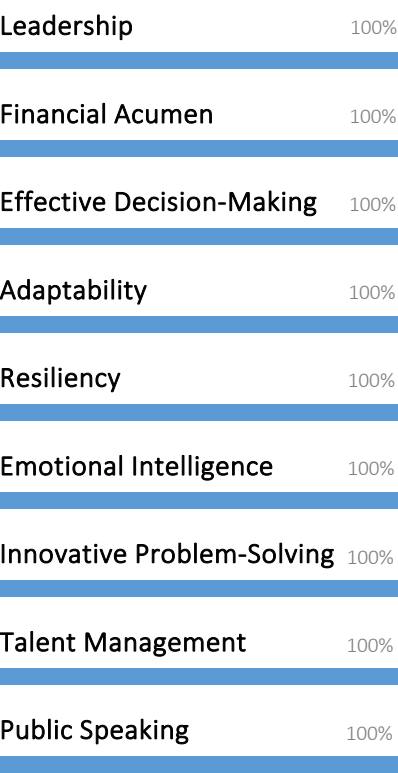
Driven by an insatiable appetite for challenges, I'm inspired to construct ventures and identities that not only adapt to change but flourish within it



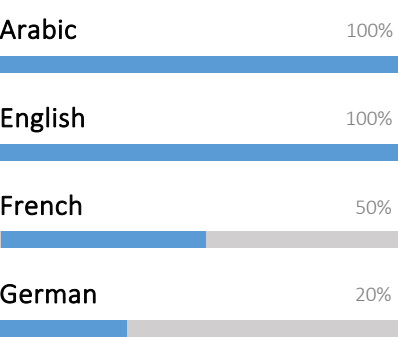
Certified Strategy & Business Planning Professional

As a Certified Strategy and Business Planning Professional from the KPI Institute, I offer a globally recognized edge in strategic planning and execution. This certification enhances my international exposure and aligns me with a network of top professionals, providing insights into diverse business strategies. It also establishes my credibility and trustworthiness, assuring clients of my commitment to high-quality, effective strategic guidance tailored to their needs. This credential is a mark of my expertise and dedication to professional excellence in the dynamic business environment.

MY SKILLS



LANGUAGES



CAREER JOURNEY MAP

Business Consultant | Contract Basis

Middle East

Business Consultancy Industry

FEB 2008 – Present

- **Strategic Planning and Implementation:** Formulate and execute comprehensive strategies tailored to each client's specific objectives and market dynamics. Provide hands-on guidance and support throughout the implementation process to ensure practical success and sustainable growth.
- **Market Insight and Mentorship:** Share expertise and insights gained from mentoring over 2000 entrepreneurs in the Middle East to help clients navigate market complexities. Offer mentorship and advisory services to empower clients with the knowledge and skills needed to succeed in their respective industries.
- **Board Membership and Executive Committee Participation:** Serve as a valuable member of boards of directors or executive committees, leveraging extensive experience and strategic acumen to drive informed decision-making and governance excellence.
- **Turnaround Project Assignments:** Lead turnaround projects for companies and operations experiencing challenges, employing a results-driven approach to revitalize businesses and drive profitability. Develop and implement strategic initiatives to optimize operations, streamline processes, and enhance financial performance.
- **Change Management:** Guide organizations through periods of change and transformation, offering strategic direction and support to ensure smooth transitions and positive outcomes. Develop change management strategies and facilitate stakeholder engagement to foster buy-in and alignment with organizational goals.
- **Sales & Marketing Growth:** Develop and execute sales and marketing strategies to drive revenue growth and market expansion for clients across diverse industries. Identify opportunities for business development and implement targeted initiatives to capitalize on market trends and customer preferences.
- **Training and Public Speaking:** Deliver training sessions and public speaking engagements on a variety of topics, including strategy planning and execution, corporate governance, business modeling, leadership development, change management, and emotional intelligence. Provide engaging and informative presentations that inspire and educate audiences, drawing on practical experience and expertise in relevant subject areas.

Business Development Director | East Delta Saudi

Jeddah, KSA

Executive Board Member

Construction Industry

FEB 2021 – MAR 2024

- **Increasing revenue:** Developed and implemented strategies that increased the company's revenue, such as identifying new business opportunities, expanding into new markets and industries, and developing new products and services by launching a new fully automated wood factory. New vertical and horizontal business initiatives and investments
- **Strategic planning:** Developed a 5-YRS strategy for the company which resulted in 18 different crucial strategic initiatives and set the foundation of a robust strategic performance management scorecard. Most importantly, I constructed a solid foundation and roadmap for an IPO listing.

PASSION PURSUITS

"Engaging in my hobbies is like fueling my soul. Whether I'm absorbed in a good book, diving into crystal-clear waters, or traversing foreign lands, I am transported into a world of exploration, learning, and self-discovery."

Bookworm

Reading is more than just a hobby for me; it is an insatiable passion. I'm a devoted narrative explorer, a ravenous reader, a veritable inkheart. I find solace and exhilaration in the dance of words across a page, and each new book I delve into offers a universe of ideas, emotions, and adventures to explore.

Tennis

My passion for tennis extends beyond the court. I love the camaraderie it fosters, the friendships it has built, and the discipline it instills. It's a sport that has taught me about perseverance, sportsmanship, and the sweet taste of hard-earned victory.

Traveling

To me, travel is the ultimate learning experience, a living classroom that constantly challenges and enriches my understanding of the world. I relish the opportunity to immerse myself in different cultures, to sample foreign cuisines, and to learn from the diverse stories of people I meet along the way. Each journey expands my perspective and adds vibrant new shades to the canvas of my life.

- **Corporate Governance:** Developed and deployed effective governance that included every single main pillar in the company (human capital, operations and processes, and strategic objectives and roadmap).
- **Improved customer relationships:** Developed, retained, and maintained strong relationships with new and lost customers by identifying their needs, addressing their concerns, and providing excellent customer service. Managed to sustain a growing customer retention rate.
- **Improved project management:** Collaborating with project managers to ensure that projects are delivered on time, within budget, and to the satisfaction of the client.
- **Improved bidding and proposal processes:** Developed and implemented systems to improve the company's bidding and proposal processes, including identifying new opportunities, reduced the responding time rate to requests for proposals, and presenting proposals to clients in an automated and systematic way.
- **Organizational culture:** Developed a dynamic and healthy environment driven by leadership, a high level of competency and communication, commitment, employee empowerment, contribution and responsibility, professional career development, and character.
- **Improved measurement and reporting:** Developed and implemented SAP ERP system with automated platforms to measure the effectiveness of the operations in every single department through Business Intelligence systems to report effectively business metrics to senior management.
- **Learning and Development:** Developed a custom-made virtual academy hosted through an advanced learning management system aimed at sharpening the soft and technical skills of the company's human capital and staying abreast of modern practices in every department by partnering with subject matter experts in the field.
- **Increased brand recognition:** Developed and implemented marketing strategies and a complete revamp of the identity that increased the visibility and recognition of the company's brand in the construction market.

General Manager & Founder | Mazaya Corporate

Jeddah, KSA

Business Consultancy Industry

FEB 2008 – JAN 2021

- **Successfully advised clients** on strategic business decisions that result in increased revenue, profitability, and market share.
- **Developed and implemented tailored solutions** by conducting comprehensive analyses that meet the specific needs of clients and address their unique business challenges and opportunities.
- **Provided expert guidance and support** to clients during periods of organizational change, such as mergers and acquisitions, expansions, or restructuring.
- **Built and maintained strong relationships** with clients based on trust, open communication, and mutual respect.
- **Developed and delivered training programs** that enhance clients' business skills and knowledge, improving their ability to succeed in a constantly evolving marketplace.
- **Developed and implemented effective marketing and sales strategies** that drive business growth and increase market share.
- **Advised clients on the implementation of technology solutions** that improve business operations, increase efficiency, and reduce costs.
- **Created and implemented a culture of innovation**, learning, and continuous improvement within the organization.
- **Attracted and retained top talent** through effective recruitment, training, and professional development programs.
- **Expanded the company's reach and brand recognition** through marketing and public relations initiatives.
- **Established the company as a thought leader and industry expert** through speaking engagements, publications, and other thought leadership activities.

PASSION PURSUITS

Networking

I am intrigued by the unique stories each person carries, the diverse experiences they share, and the wealth of knowledge they offer. Engaging in insightful conversations, fostering relationships, and unraveling these narratives fuels my curiosity and broadens my understanding of the world.

Diving

Diving fuels my sense of adventure, beckons me to explore the unknown, and challenges me to step out of my comfort zone. The feeling of weightlessness, the sound of my own breathing, and the surreal quietude of the underwater world create an almost meditative experience that is both exhilarating and grounding.

BUSINESS SECTORS SERVED

Diverse Business Horizons
Conquered

- Construction
- Retail
- FMCG
- Ecommerce
- Healthcare
- Hospitality
- Industrial
- Consultation
- Sports & Recreation
- Advertising
- Fitness
- Franchising
- Automotive
- Finance
- Education
- Training
- Entertainment
- Luxury
- Products
- Technology
- Food & Beverage
- Agriculture
- Tourism
- Fashion

Managing Partner & Founder | Tharaa COWORK

Jeddah, KSA

Managing Partner & Founder | Tharaa Digital Learning

SME Acceleration & Incubation, Digital Learning Industry

MAR 2019 – JAN 2021

- **Entrepreneurship Ecosystem development:** Developed, launched, and operated 4 different CoWork spaces and incubators in different cities in Saudi Arabia.
- **Increased number of successful startups:** Developed and implemented strategies that increased the number of successful startups to reach 150+ over a period of 24 months that graduated from our incubator/accelerator program.
- **Increased funding secured:** Helped startups secure funding from venture capitalists, angel investors, and crowdfunding, and increased the total amount of funding raised by startups in our programs to exceed 30M Saudi riyals.
- **Improved mentorship and support:** Provided high-quality mentorship, coaching, and support to over 750 startup founders to help them overcome challenges and achieve their goals.
- **Improved networking opportunities:** Provided opportunities for startup founders to connect with other entrepreneurs, investors, and industry experts to build relationships and learn from each other.
- **Improved partnerships:** Developed and maintained partnerships with other organizations, such as universities, research institutions, and corporations, to provide additional resources and support to startups in the program.
- **Improved measurement and reporting:** Developed and implemented systems to measure the incubator/accelerator program's effectiveness and report on program metrics to stakeholders, such as the board of directors and investors.
- **Learning management system development:** Developed and launched a custom-made LMS Portal serving two business models B2B and B2C with advanced performance and reporting systems.
- **In-House production:** Developed a licensed in-house studio for media production and e-learning content digitalization equipped with state-of-the-art tools and equipment.
- **Learning management system development:** Developed and launched a custom-made LMS Portal serving two business models B2B and B2C with advanced performance and reporting systems.
- **In-House production:** Developed a licensed in-house studio for media production and e-learning content digitalization equipped with state-of-the-art tools and equipment.
- **Increased revenue and profitability** through strategic planning and effective execution of business plans.

Marketing & Communications Director| Legrand

KSA, Bahrain,
Yemen

Electrical & Digital Building Infrastructure Industry

MAY 2012 – MAY 2017

- **Increased revenue** by 20% as a floating average over 5 years period: Developed and implemented strategies that increased the company's revenue, such as identifying new business opportunities, expanding into new markets and industries, and developing new products and services (global offers and local developments such as panel boards and breakers). This expansion aided in gaining an additional 5 points in market share, especially in the switches and sockets market.
- **New Factory in busways and transformers:** Developed and launched a new factory with over 50,000 sqm in size through local and international partnerships targeting large and mega-sized projects in the region.
- **Increased brand awareness and recognition** through targeted marketing campaigns that effectively reach and engage the company's target audience.

EDUCATION

Hariri Canadian University

Lebanon

JAN 1998 – SEP 2001

BA, Business Marketing

Business Computer Science (3 semesters)

Sagesse University

Lebanon

DEC 2011 – Present

MBA, Marketing

CONTINUING PROFESSIONAL PROGRESSION

- Designing Growth Strategies
- Developing Competitive Strategies
- Design Thinking
- Disruptive Innovation
- Market Assessment
- Leadership
- Change Management
- Business Ethics
- LEIP (Leading Entrepreneur Intensive Program)
- Brand Sense
- Brand Child
- Brand Smashing
- Digital Marketing
- Advanced Project Management
- Guerrilla Marketing
- Enterprise Risk Management
- Corporate Social Responsibility
- Bridging CSR with Corporate Governance

- **Developed and executed an integrated marketing and communications strategy** that aligns with the company's overall business goals and objectives.
- **Managed to transform the market approach** in the middle east region from a sales-oriented to a marketing-oriented approach.
- **Successfully launched new products and services**, including developing effective messaging, positioning, and go-to-market plans.
- **Built and maintained strong relationships with key stakeholders**, including customers, industry associations, and media outlets.
- **Established the company as a thought leader** and industry expert through speaking engagements, publications, and other thought leadership activities.
- **Developed and managed the company's digital marketing presence**, including website, social media, and email marketing campaigns.
- **Achieved high levels of customer satisfaction and loyalty** through excellent customer service and support.
- **Improved the company's reputation and public perception** through effective public relations and crisis management initiatives.
- **Developed and managed a team of marketing and communications professionals**, providing guidance, mentorship, and professional development opportunities.
- **Monitored and analyzed market trends and competitor activities**, using insights to inform marketing and communications strategies and tactics.

Marketing & Communications Director| Al Harbi Holding Jeddah, KSA

Construction, FMCG, Manufacturing, Maintenance,
Education, IT, Retail , Real Estate, Mining

DEC 2001 – FEB 2008

- **Increasing revenue over 7-year period:** Developed and implemented strategies that increased the company's revenue, such as identifying new business opportunities, expanding into new markets and industries, and developing new products and services. This expansion aided in gaining an additional market share, especially in FMCG market.
- **Increased brand awareness:** Developing and implementing marketing strategies that increase the visibility and recognition of the company's brand, both locally and nationally.
- **Increased lead generation:** Creating marketing campaigns that generate more leads and inquiries from potential clients.
- **Improved customer engagement:** Developing and implementing strategies to engage with existing customers, such as email marketing campaigns, social media engagement, and events.
- **Improved customer retention:** Developing and implementing strategies to retain existing customers, such as loyalty programs and customer satisfaction surveys.
- **Increased sales revenue:** Developing and implementing sales strategies that increase the company's sales revenue.
- **Improved market research:** Conducting market research to identify new opportunities for the company, such as new geographic markets, new products or services, or new customer segments.
- **Improved content marketing:** Developing and implementing content marketing strategies that position the company as a thought leader in the industry, and that provide value to potential customers.
- **Improved digital marketing:** Developing and implementing digital marketing strategies that increase the company's online visibility, such as search engine optimization, pay-per-click advertising, and social media advertising.
- **Improved public relations:** Developing and implementing public relations strategies that improve the company's reputation and increase positive media coverage.
- **Improved measurement and reporting:** Developing and implementing systems to measure the effectiveness of marketing campaigns and to report on marketing metrics to senior management.