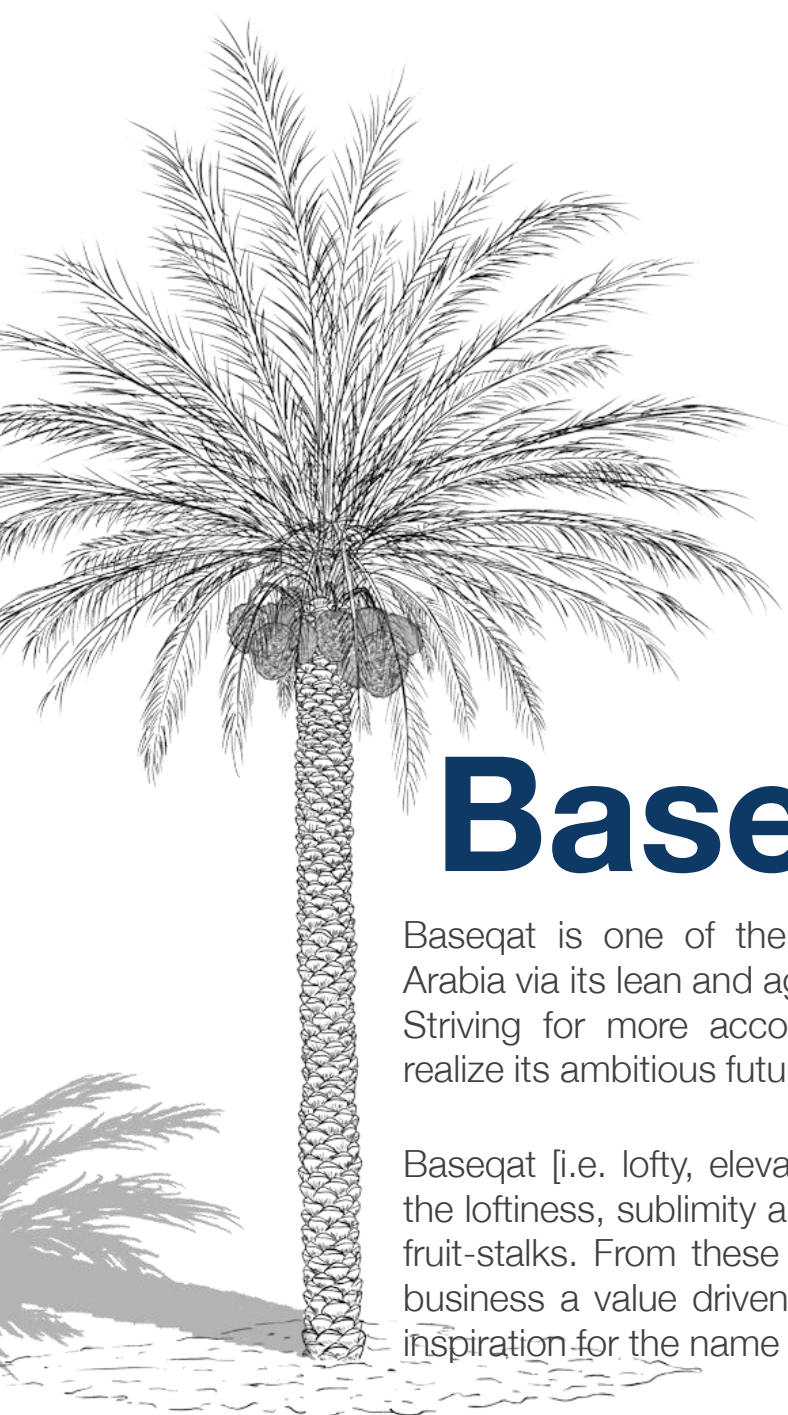




**Baseqat Arabia Management Consulting**



# Baseqat

Baseqat is one of the fastest growing consulting firms within Saudi Arabia via its lean and agile approach. Striving for more accomplishments and further successes to help it realize its ambitious future vision.

Baseqat [i.e. lofty, elevated] is the word used in the Holy Quran to describe the loftiness, sublimity and beauty of date-palm and its tasty, perfectly layered fruit-stalks. From these beautiful meanings we endeavor to insert within our business a value driven guide that reflects our aspirations which has drawn inspiration for the name of our company.

## Mission

To contribute to the comprehensive development that will restore our Nations position at the forefront of World Growth and Social and Economic Development.

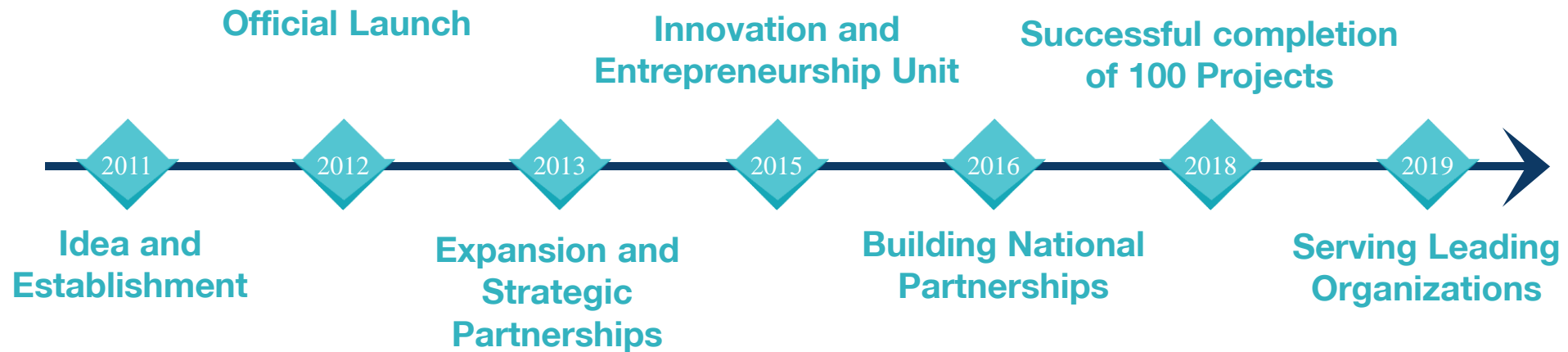
## Vision

To be a Top 10 Management Consulting Firm in the Arab world by the end of 2020.

# 9 Years of Successful Stories

Baseqat is one of the fastest growing consulting firms within Saudi Arabia via its lean and agile approach.

Striving for more accomplishments and further successes to help it realize its ambitious future vision.



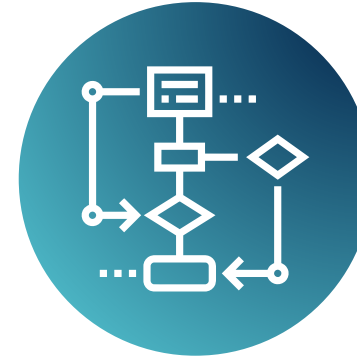
# Our Services



**Strategic Planning**



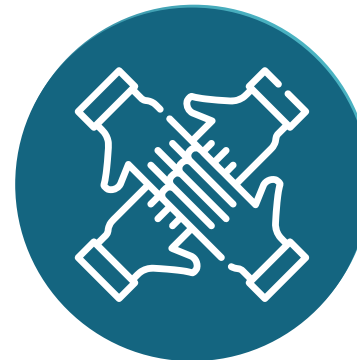
**Entrepreneurship**



**Organizational Excellence**



**HR Management  
Capacity Building**



**Building Organizational  
Culture**



# Strategic Planning

We help establishing a clear direction for your business

- ▶ Building business strategies
- ▶ Strategy design and deployment system (SDDS)
- ▶ Designing and analyzing competitive advantage
- ▶ Building business models
- ▶ Designing vision, mission and values
- ▶ Defining strategic objectives
- ▶ Designing strategic indicators
- ▶ Designing strategic initiatives
- ▶ Developing operational plans
- ▶ Designing Balanced Scorecards

A Selection of Clients we served for these services





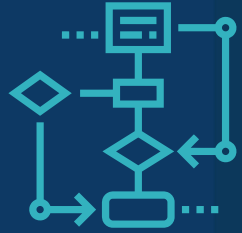
## Entrepreneurship

We work alongside with you launching your project

- ▶ Transforming patents into business projects
- ▶ Small business scale up plans.
- ▶ Small business start up plans.
- ▶ Business turn around plans.

A Selection of Clients we served for these services





# Organizational Excellence

We support you to keep ahead of your competitors

- ▶ Process optimization
- ▶ Process automation
- ▶ Developing policy and procedure manuals
- ▶ Designing KPIs
- ▶ Applying and activating quality systems
- ▶ Analyzing and developing supply chain systems
- ▶ Applying cost optimization programs
- ▶ Designing Authority matrix
- ▶ Applying 5Ss projects
- ▶ Applying Lean Projects

A Selection of Clients we served for these services





# HR Management Capacity Building

We can help you to maximize your Teams Productivity

- ▶ Designing cultural transformation plans
- ▶ Designing organizational structures
- ▶ Designing leadership development programs
- ▶ Building recruitment and talent acquisition programs
- ▶ Building job descriptions
- ▶ Designing employee KPIs
- ▶ Analyzing training needs
- ▶ Developing training kits
- ▶ Conducting people assessment sessions
- ▶ Designing and implementing personal development plans
- ▶ Designing compensations and benefits programs
- ▶ Improving work place and environment
- ▶ Designing internal regulations/policies
- ▶ Designing and operating HR processes

A Selection of Clients we served for these services



برنامج قيادة  
الشركات الوطنية



الهيئة العامة للاستثمار  
General Investment Authority



التصنيع TASNEE



## HR Management Capacity Building

We can help you to maximize your Teams Productivity

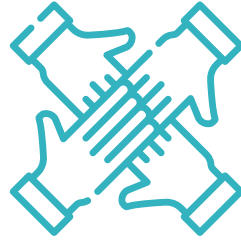
- ▶ Strategic HR
- ▶ Strategic Planning
- ▶ Leadership Development
- ▶ 4Cs Programs 4Cs Programs (Communication, critical thinking, collaboration & creativity)
- ▶ Performance Management Sessions
- ▶ Talent Acquisition
- ▶ Team Building Sessions (TBS)

A Selection of Clients we served for these services



**Dr. Daniel Denison,**  
**Denison Consulting Founder**  
Faculty Member, and Consultant  
in University of Michigan - USA

**Eng. Abdulrahman Alrefaie,**  
**Baseqat Consulting Founder**  
Human Resources Development and  
Strategic Planning Expert



# Building Organizational Culture



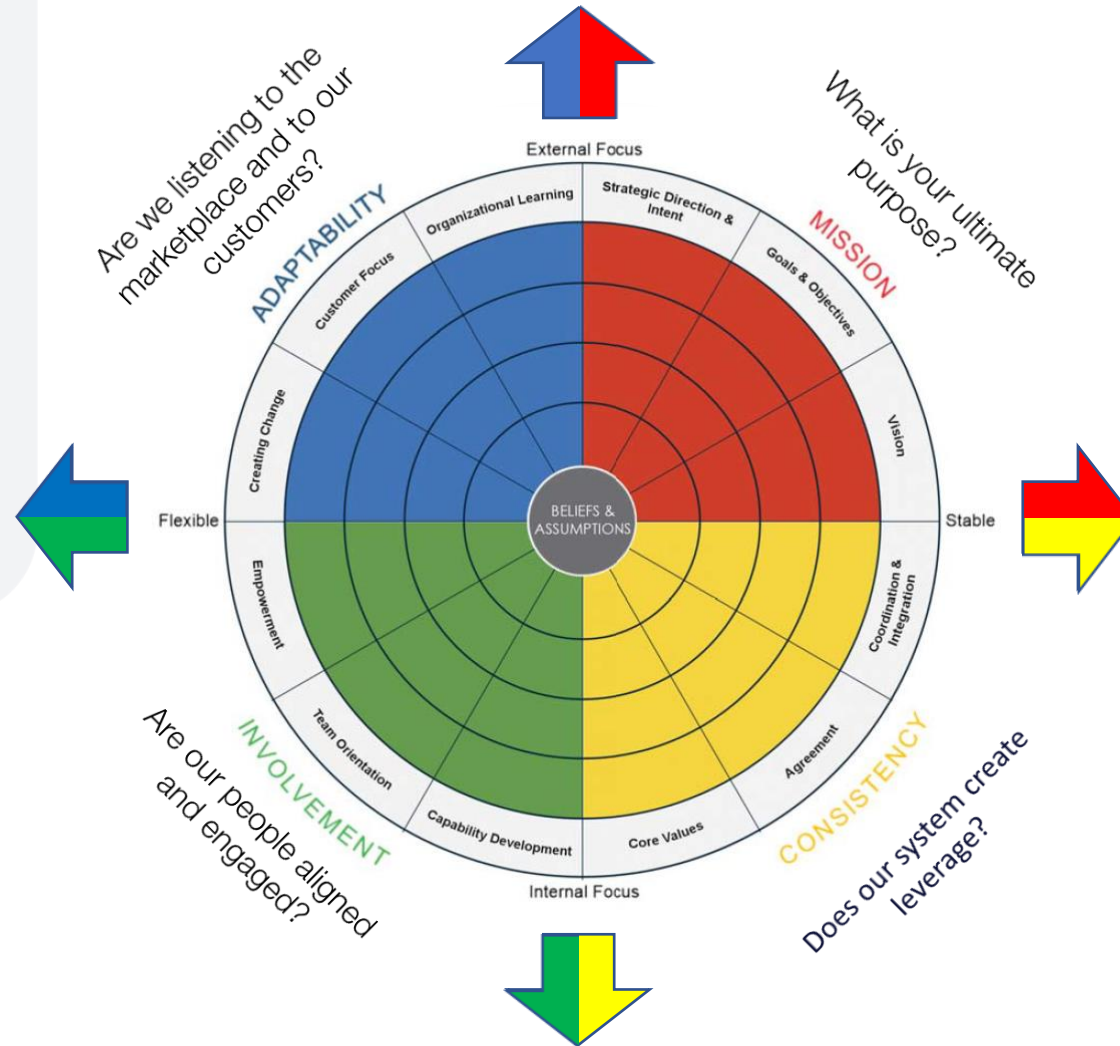
Denison model is based on systematic scientific studies, world-class research and specialized expertise in bringing about change, and it is the result of more than 25 years of experience and has addressed more than 931 High Performance Organizations (HPOs) around the world.

The overall key objectives of our research work is to support organizations, change leaders and visionaries to create viable actions in a transparent and prudent manner. This we believe will lead inevitably to more robust and focused business performance metrics.

Baseqat is the official representative of Denison Consulting in KSA.

**Organization growth**  
results when strong sense  
of mission and adaptability  
meet

When organizations are listening to their market and have employees who believe they can make a difference, **innovation** and **customer satisfaction** flourishes at this flexible space.



A stable organization focuses on predictability over time and create alignments that results in greater **efficiency** and **profitability**

When people feel involved and accountable with systems that can leverage reliable practice, Organizations can predict efficient operating performance with higher levels of **quality and employee's satisfaction**.

A large teal chevron graphic pointing to the right, composed of three parallel lines of increasing width, located on the left side of the slide.

## Our Team

A dedicated team that makes a difference and adds value to your business



**Eng. Abdulrahman Alrefaie**

Founder/ Executive Partner



**Dr. Yassir Nasief**

Executive Partner



**Eng. Majed Salem**

Management Consulting Partner



**Eng. Radwan Abu Dawood**

Sr. Consultant



**Eng. Emran AbdulJabbar**

Sr. Consultant



**Fahad Al-Haidari**

Consultant/ Business  
Development Manager



**Dr. Doaa Mirah**

Consultant



**Eng. Abdullah ALuqmani**

Assistant Consultant



**Sarah Bahijri**

Assistant Consultant



**Eng. Anas Al-Hariri**

Business Analyst



**Eng. Abdullah Alghamdi**

Business Analyst



**Eng. Mohammad AIShehri**

Business Analyst



**Eng. Omar Alghamdi**

Business Analyst

**Eng. Abdulrhman  
Alrefaie**

**Founder and CEO**



## Qualifications

- Bachelor of Engineering- King Abdulaziz University, 1995
- Certified Internal Auditor for ISO Quality Management
- Certified Strategic Planning Professional
- Certified Project Management Professional



## Professional Experience

- Founder and CEO - Baseqat Arabia
- Director of Human Resources - Azizia Panda United
- Production Manager - Procter & Gamble
- Production Manager - Carrier International



## Consulting Experience

- Strategic Planning
- Organizational Excellence
- Human Resource Management
- Quality Management
- Leadership Development
- Organizational Cultural Transformation



## Qualifications

- Bachelor of Information Systems - King Fahd University, 1999
- Master of Business Administration - University of Leicester, UK, 1999
- PhD in Human Resources Management - University of London, 2014



## Professional Experience

- Director of Human Resource, International Medical Center
- Part-time Management Consultant
- HR Systems Project Manager, Panda
- IT Manager, Naft Services



## Consulting Experience

- Strategic Planning
- Executives Assessments
- Commercialization and Business Transformation Programs

**Dr. Yassir Nasief**

**Executive Partner**



# Eng. Majed Salem

Partner/ Management Consulting



## Qualifications

- MSc (Hons), Microelectronics and Entrepreneurship - University of Dublin, Ireland
- BSc(Eng) degree in Electrical Engineering- Jordan University of Science and Technology



## Professional Experience

- Consultant at Elixir (a McKinsey company) for the development of the strategic and operational plan of the National Transformation Program 2.0.
- Consultant at Trafalgar International, interim CEO of a non-profit organization to develop growth and performance management strategies.
- Business Development Consultant for Startups, Wadi Makkah Company.
- Regional Business Development Manager, GE.
- Lecturer, University of Business and Technology



## Consulting Experience

- Certified Project Management Professional
- Strategic Planning
- Operational Excellence



## Qualifications

- Master of Business Administration, Prince Mohammad Bin Salman College (MBSC) of Business & Entrepreneurship
- Bachelor of Applied Science - Chemical Engineering, University of British Columbia (UBC) Vancouver, Canada



## Professional Experience

- 7+ years of experience in process engineering, business planning and risk management at Yansab (a SABIC affiliate)
- Developing strategic plans and leading cross-functional teams to achieve goals



## Consulting Experience

- Operations and process engineering
- Risk Management
- Strategic Planning
- Entrepreneurship

**Eng. Emran  
Abduljabbar**

**Sr. Consultant**



**Eng. Radwan Abu  
Dawood**

**Sr. Consultant**



## Qualifications

- BSc(Eng) in Chemical Engineering, University of Colorado - Boulder, in addition to Micro-Degrees in Chemistry and Economy



## Professional Experience

- Control Systems Engineer, SABIC
- Process Engineer, SABIC
- Operation Manager, SABIC
- Member and Director of American Institute of Chemical Engineers Branch, Yanbu
- Co-founder of My Major 101 Program for Academic and Career Counselling
- Co-founder and CEO of the SmartBooking
- Intellectual Property Commercialization Consultant



## Consulting Experience

- Entrepreneurship
- Intellectual Property Commercialization



## Qualifications

- MSc (Hons) in Information Systems Management, Towson University, USA.
- BSc Computer Science- King Abdulaziz University



## Professional Experience

- Member of the Founding Team of the Saudi Arabian Airlines Transformation Office
- Cooperated with BCG in the establishment of the Transformation Office and everything related to it, including procedures, systems and documents.
- Revenue Management Specialist at Saudi Airlines, negotiating and winning best business deals with other airlines.
- Worked in several organizational and cultural transformation and technical projects.



## Consulting Experience

- Project Management
- Transformation Office Establishment and Operation
- Organizational Cultural Transformation
- Process Engineering and Optimization
- Business Plan Development and Feasibility Studies

## Fahad Al-Haidari

### Consultant/ Business Development Manager



**Dr. Doaa Mirah**

**Consultant**



## Qualifications

- Bachelor of sociology – King Abdelaziz University, 2007.
- Master of Science of Management – Manchester Metropolitan University, 2012.
- PhD in Human Resources Management – Manchester Metropolitan University, 2017.



## Professional Experience

- Director of Human Resource, University Of Business and Technology.
- Assistant Professor in Human Resource Management, University Of Business and Technology.



## Consulting Experience

- Strategic Planning
- Organizational Development
- Talent Management
- Change Management
- Organizational and Cultural Transformation



## Qualifications

- BSc Information System- Effat University
- SAP Certified Professional



## Professional Experience

- Assistant Researcher, Futures Business Development
- Assistant Project Manager, Islamic Development Bank
- Freelance Technical Writer, Futures Business Development



## Consulting Experience

- Participated in human resources systems development projects
- Participated in policy and procedure development projects
- Participated in organizational structure design projects
- Participated in internal evaluation of organizations
- Participated in business development activities

**Sarah Bahijri**  
**Assistant Consultant**



**Eng. Abdullah  
Al-Luqmani**

**Assistant Consultant**



## Qualifications

- BSc(Eng) Industrial Engineering- King Abdulaziz University



## Professional Experience

- Sales Supervisor, Al-Kabli Marketing
- Development Engineer, Wadi Jeddah Co.



## Consulting Experience

- Participated in policy and procedure optimization projects
- Participated in organizational cultural transformation projects
- Participated in human resources systems development projects



## Qualifications

- BSc(Eng) Industrial Engineering- King Abdulaziz University



## Professional Experience

- Trainee Consultant, PwC
- Member of the Research and Development Department, Al-Badahah Chemical Industries
- Member of Supply Chain Department, House of Chemistry Company



## Consulting Experience

- Contributed to the management of consulting projects for various private companies operating in various sectors
- Participated in policy and procedure optimization projects
- Participated in organizational cultural transformation projects
- Contributed to several human resource system projects

**Eng. Anas Al-Hariri**

**Business Analyst**



**Eng. Abdullah  
Alghamdi**

**Business Analyst**



## Qualifications

- BSc(Eng) Industrial Engineering- King Abdulaziz University



## Professional Experience

- Member of Marketing Department, Alsafi Danone
- Customer Services, STC Sales Office
- Member of the Industrial Engineering Club, King Abdulaziz University
- Organizer of Engineering Day Exhibition, King Abdulaziz University



## Consulting Experience

- Participated in human resources systems development projects
- Participated in organizational cultural transformation projects
- Participated in business development activities



## Qualifications

- BSc(Eng) Industrial Engineering- King Abdulaziz University



## Professional Experience

- Projects Support Committee Leader, Ajyal Jeddah Volunteer Team
- Supervised several volunteering projects
- Member of the Industrial Engineering Club, King Abdulaziz University
- Sales Supervisor, Sondos International Company for General Contracting.



## Consulting Experience

- Participated in entrepreneurial projects
- Participated in organizational cultural transformation projects

**Eng. Mohammad  
Al-Shehri**

**Business Analyst**



**Eng. Omar Alghamdi**

**Business Analyst**



## Qualifications

- Bachelor in Science of Mechanical Engineering - King Abdulaziz University



## Professional Experience

- Development engineer – Wadi Jeddah Company
- Customer Business Development Representative - SAED Company
- Salesman - International regions INC

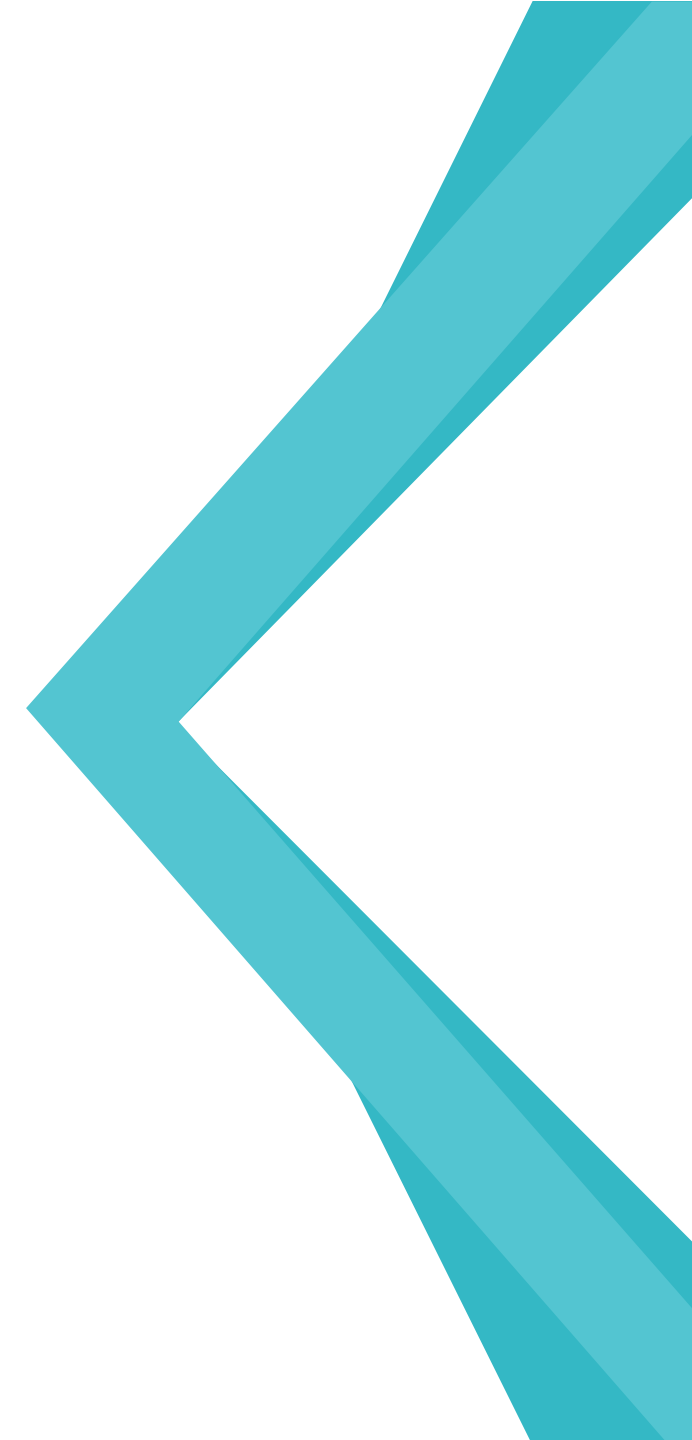


## Consulting Experience

- Preparing and developing operational manuals for a several departments
- Participate in strategic planning for a few strategic plans

# Baseqat Clients

Baseqat operates across the Kingdom to provide our value proposition within the public, private and non-profit sectors





مركز الدراسات القانونية  
CENTER OF LEGAL STUDIES & RESEARCH



برنامج ريادة  
الشركات الوطنية



الهيئة العامة للاستثمار  
SAUDI ARABIAN GENERAL INVESTMENT AUTHORITY  
SAGIA

منشآت  
monsha'at  
الهيئة العامة للمنشآت الصغيرة والمتوسطة  
Small Enterprises General Authority

وزارة التجارة  
Ministry of Commerce



وزارة الاتصالات  
والمعلومات  
MINISTRY OF COMMUNICATIONS  
AND INFORMATION TECHNOLOGY



غرفة مكة المكرمة  
Makkah Chamber  
للحرف اليدوية والصناعة والتجارة

الاتحاد السعودي  
لكرة القدم



صندوق تنمية الموارد البشرية  
HUMAN RESOURCES DEVELOPMENT FUND

مركز الإقامة المميزة  
PREMIUM RESIDENCY CENTER

SANS  
خدمات الملاحة الجوية السعودية  
Saudi Air Navigation Services

المركز الطبي الدولي  
International Medical Center

كليات سليمان الراجحي  
SULAIMAN ALRAJHI COLLEGES

وادي مكة  
Wadi Makkah

KAUST  
King Abdullah University of  
Science and Technology



جامعة  
الملك سعود  
King Saud University



مجموعة السنبلة  
SUNBULAH GROUP



التصنيع  
TASNEE

مركز الملك عبد العزيز  
للحوار الوطني

مسك  
مؤسسة خيرية



مدينة الملك عبد الله الطبية  
KING ABDULLAH MEDICAL CITY





**Excellence steadily  
and Ambitiously**

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Kingdom of Saudi Arabia  
[www.baseqat.com](http://www.baseqat.com) | [info@baseqat.com](mailto:info@baseqat.com)