

# Ibrahim Abdel Wahed Asar

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## Professional Summary

Dynamic and results-oriented Business Development and Investment Manager with over 9 years of proven experience in corporate strategy, joint ventures, venture capital, and startup incubation across the MENA region. Former electrical engineer with a strong foundation in technology, currently driving mergers, acquisitions, and strategic expansion initiatives in the construction and industrial sectors. Expert in managing cross-functional teams, mentoring early-stage ventures, and aligning innovation with business scalability. Adept at navigating complex business ecosystems and building high-impact partnerships to unlock new market opportunities.

## Professional Experience

### Business Development Manager

Mofarreh Al-Harbi & Partners Group – KSA | Full-time | Feb 2024– Present

- Spearheading all B.D operations across Riyadh, Western, and Eastern Provinces, overseeing strategic initiatives & growth.
- Established and currently Manage the B.D Department, building the team from the ground up and institutionalizing core functions.
- Managing end-to-end responsibilities for pre-qualification submissions, market research and competitive analysis, digital marketing strategy, subcontractor engagement, and joint venture formation.
- Successfully introduced and activated seven new business lines, expanding the company's scope into sectors such as water, airports, tunnels, buildings, railways, power generation, and seaports.
- Manage the structuring and execution of high-impact joint ventures with regional and international partners for participation in giga-projects and infrastructure megaproject tenders.

### Business Development & Investment Management Lead

Mofarreh Al-Harbi & Partners Group – KSA | Full-time | Feb 2023 – Feb 2024

- Built and implemented business and investment strategy supporting 7 subsidiaries.
- Supported subsidiaries in business planning, expansion, and commercial positioning.
- Initiated and evaluated M&A opportunities to diversify the group's portfolio.
- Prepared strategic partnerships and Joint Venture qualification efforts.

### Portfolio Business & Investment Manager

Areeb Capital – Jeddah, KSA | Full-time | Feb 2022 – Feb 2023

- Conducted extensive market and business model research to identify growth opportunities.
- Built and launched strategic initiatives for early-stage ventures including Contraa, Doooboo, U-Coffee, and Bee Grocery.
- Manage business redesigns and go-to-market strategies to enhance scalability and investor readiness and Partnership.

### Business Consultant & Startup Mentor

Areweqah Startups Incubator – Jeddah, KSA | Consultant | Apr 2022 – Dec 2022

- Mentored six early-stage ventures across various industries, guiding founders on business planning, financial modeling, and GTM strategies.
- Supported teams in refining pitch decks, validating product-market fit, and identifying scalable growth opportunities.
- Facilitated connections with investors and ecosystem partners to accelerate growth and access to capital.

## Senior Business Program Manager

EBNi Incubator – Cairo, Egypt | Full-time | Oct 2018 – Oct 2021

- Spearheaded strategic partnerships and secured multi-stakeholder collaborations with entities to power national innovation programs.
- Negotiated and closed key partnership deals to establish 4 advanced technical labs to enhance venture capabilities.
- Mentored over 45 startups; 6 secured grants, 3 reached Series A.
- Founded EBNi Academy and developed structured mentorship and training programs tailored to incubated ventures.

## Lead Business Consultant – Excellence Awards Program

Ministry of Planning, and Economic Egypt | Consultant | Oct 2019 – Dec 2019

- Reviewed 50+ innovation and Business submissions for Egypt's Excellence Award Ventures.
- Supported business transformation and merger strategies.

## Software Engineer & Technical Trainer

Arab Tech – Cairo, Egypt | Full-time | Jul 2016 – Oct 2018

- Developed hardware-software integration tools.
- Trained engineers in microcontroller programming and supported R&D teams.

## Mentorship & Advisory Engagements with Ventures and Stockholders

- BRINC VC (MENA) | Mentor (2022)
- Startups Without Borders | Mentor (2021)
- SeedStars Accelerator | Mentor (2020)
- Ericsson Hackathon | Advisor (2022)
- Forward Incubator (Amsterdam) | Mentor (2021)

## Education Background

- MBA – Edinburgh Business School, Heriot-Watt University – UK | Jul 2024 – Present

Currently pursuing an MBA with a focus on strategic leadership, organizational behavior, financial management, and marketing. Core modules include Business Strategy, Economics for Business, Leadership Theory & Practice, Financial Decision Making, Project Management, and Negotiation.

Business Development Diploma – American University in Cairo | Feb 2023 – May 2023

- Completed a practical program covering market research, sales strategy, business planning, CRM systems, and financial forecasting. Focused on real-world applications through case studies and simulations to support business growth and strategic development initiatives.

TOT & Entrepreneurship – Wadhvani Global University, India | Jan 2019 – Apr 2019

- Completed a structured training program focused on entrepreneurship education and teaching methodologies. The course covered startup lifecycle fundamentals, venture creation, business model development, and effective instructional techniques for mentoring aspiring entrepreneurs.

B.Sc. in Computer & Systems Engineering – Al-Azhar University, Cairo | Graduated July 2017

- Graduated with a strong foundation in computer architecture, systems design, software engineering, and electronics. The program emphasized problem-solving, programming, and system integration across both hardware and software domains.

## Languages

Arabic (Native)

English (Excellent)