



HOUSEIN MAASHI

Summary

I am a visionary Chief Executive Leader with over 20+ years of experience driving strategic growth, digital transformation, and large-scale initiatives across government and private sectors. Throughout my career, I have successfully delivered projects exceeding 2 billion SAR in value, spearheading more than 50 national strategic programs for organizations such as NEOM, Aramco, Red Sea, Qiddiya, and government agencies. I pride myself on my ability to align strategic vision with operational excellence, ensuring 100% on-time and on-budget project delivery while enhancing organizational performance and sustainability.

I am recognized for my expertise in corporate governance, public-private partnerships, and executive decision-making, consistently achieving measurable results such as 20% annual revenue growth, a 15% cost reduction through GIS transformation programs, and a 30% improvement in national urban planning capabilities through AI-driven geospatial platforms. As a thought leader, I have published research cited globally and represented Saudi Arabia at international forums, influencing policies and standards in geospatial intelligence and digital transformation.

I am passionate about building high-performance leadership teams, forging impactful partnerships, and driving innovation that supports national visions and long-term economic growth. My goal is to continue leading organizations toward transformation, innovation, and sustained success.

Work Experience

Projects Director → Executive Leadership Role 2014 – 2025 | Aerial Imaging SA-Riyadh, Saudi Arabia

- Spearheaded **50+ national strategic projects** for NEOM, Aramco, Red Sea, Qiddiya, and government agencies with 100% on-time, on-budget delivery.
- Directed projects exceeding **2B SAR** in value, ensuring measurable returns and stakeholder satisfaction.
- Secured **5+ international partnerships**, driving **20% annual revenue growth**.
- Championed digital transformation by implementing **AI-driven geospatial platforms**, improving national urban planning by **30%**.
- Represented the organization at **executive forums, government roundtables, and strategic partnerships**, elevating institutional profile.
- Delivered critical studies including **The Line, Trojena, Al-Soudah, Riyadh Downtown, Wadi Al-Disah, and Desert Rock** projects.
- Strengthened governance by establishing executive project oversight frameworks.
- Coordinated cross-functional teams, achieving seamless delivery of complex, multi-stakeholder initiatives.
- Developed and executed strategic business models to maximize ROI across national programs.
- Ensured operational resilience and compliance with national regulations and international best practices.

Deputy Manager & Senior Consultant 2009 – 2020 | ACECO Almohadded Consulting Engineering -Riyadh, Saudi Arabia

- Directed **national GIS transformation programs** for MOMRA, reducing costs by **15%**.
- Designed and led **capacity-building programs**, upskilling **100+ professionals**.
- Established corporate governance frameworks, strengthening organizational compliance.
- Delivered large-scale modernization programs in line with national transformation goals.
- Provided strategic consultation to government entities on digitalization and geospatial intelligence.
- Enhanced efficiency by introducing standardized project delivery methodologies.
- Supported the design of smart infrastructure projects and geospatial applications.
- Strengthened stakeholder collaboration through executive reporting and alignment.
- Championed change management programs to ensure smooth adoption of innovations.
- Mentored senior consultants and managers, creating a strong leadership pipeline.

Certified Lecturer & Trainer 2003 – 2013 | Civil and Architectural Technology Department TVTC- Riyadh, Saudi Arabia

- Delivered high-quality lectures and training programs in Civil and Architectural Technology to undergraduate students and trainees.
- Developed, authored, and updated academic curricula, training manuals, and instructional materials aligned with industry standards.
- Designed and implemented innovative teaching methods to enhance student engagement and learning outcomes.
- Supervised laboratory sessions and practical training, ensuring students gained strong technical and applied knowledge.
- Mentored and advised students on academic, professional, and career development matters.

Contact

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Expertise

- Executive Leadership & Strategic Management
- Corporate Governance & Public-Private Partnerships (PPP)
- Business Growth & Revenue Optimization
- Mergers, Acquisitions & Strategic Alliances
- Digital Transformation & Smart Cities Development
- Geospatial Intelligence & AI-driven Solutions
- Large-Scale Program & Project Management
- Innovation & Organizational Transformation
- Cross-Functional Leadership & Talent Development
- Stakeholder Engagement & Government Relations

Education

- **MSc, Remote Sensing & Image Processing** – University of Edinburgh, UK
- **BSc, Civil Engineering** – King Saud University
- **Project Management Professional (PMP)** – Project Management Institute (PMI)
- **Licensed Consulting Engineer** – Saudi Council of Engineers

Skills

- Strategic Planning & Execution
- Corporate Governance & Compliance
- Financial Modeling & ROI Optimization
- Risk Management & Decision-Making
- Project & Program Management (PMP Certified)
- Digital Transformation & Innovation Leadership
- Geospatial Intelligence & Remote Sensing
- Smart Cities & Infrastructure Development
- Change Management & Organizational Transformation
- Executive Communication & Negotiation
- Stakeholder Engagement & Public-Private Partnerships
- Team Building & Talent Development
- Research, Policy Influence & Thought Leadership
- International Relations & Partnership Development

References

References are upon Request

- Organized workshops, seminars, and short courses to upskill both students and professionals in the field.
- Collaborated with faculty members and industry experts to align training programs with emerging technologies and best practices.
- Conducted assessments, examinations, and performance evaluations to measure student learning and progress.
- Recognized for outstanding teaching performance and contribution to academic excellence.
- Achieved Certified Trainer accreditation from the Malaysian University in Kuala Lumpur, enhancing instructional credibility and professional recognition.

Senior Researcher & Advisor

2008 – 2011 | Space and Aeronautics Research Institute KACST -Riyadh , Saudi Arabia

- Provided **thought leadership in geospatial innovation**, shaping national policies on urban expansion monitoring.
- Authored and published **globally cited research** on geospatial intelligence and urban development.
- Delivered **presentations and keynote speeches** at international conferences including IEEE IGARSS.
- Influenced government decisions through evidence-based research on sustainable urban planning.
- Collaborated with universities and global organizations on geospatial research initiatives.
- Pioneered studies in **remote sensing and image processing**, advancing national capabilities.
- Represented Saudi Arabia in **international research collaborations**.
- Served as **advisor to national committees**, guiding long-term planning policies.
- Developed training programs for professionals in image processing and eCognition.
- Positioned Saudi Arabia as a **regional leader in geospatial innovation**.

Career Achievement

- Successfully delivered **strategic projects valued at over 2 billion SAR** across government and private sectors.
- Spearheaded **50+ national strategic projects** for NEOM, Aramco, Red Sea, Qiddiya, and government agencies, all completed **100% on time and within budget**.
- Drove organizational growth by securing **5+ international strategic partnerships**, resulting in **20% annual revenue growth**.
- Led national GIS transformation programs for MOMRA, achieving a **15% reduction in operational costs**.
- Championed **AI-driven geospatial platforms**, enhancing national urban planning capabilities by **30%**.
- Designed and implemented **capacity-building initiatives**, successfully upskilling **100+ professionals** and shaping the next generation of leaders.
- Strengthened institutional presence by representing organizations at **executive forums, government roundtables, and international conferences**.
- Published **globally recognized research** on geospatial intelligence, influencing policies and urban expansion monitoring.
- Delivered **keynote addresses** at global forums such as **IEEE IGARSS**, shaping international standards on AI in geospatial monitoring.
- Pioneered **Saudi Arabia's first national eCognition training program**, advancing digital and geospatial expertise nationwide.