



Nur Yachou

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Residency in KSA: Transferable Iqama
Residency in UAE: Golden Card

Spearheading sustained organizational growth in dynamic global environments. Proven achievements in formulating, developing and implementing yearly business strategies to ensure attainment targets related to revenue, profit, and Growth.

Profile Summary

- ▶ A strong visionary with verifiable over two decades of success in achieving revenue, profit, and business growth objectives across domains like **oil & gas, Construction and Infrastructure, smart cities and sustainability ecosystem, smart construction, railways, ground investigation and ground improvement, technical engineering & sales operations.**
- ▶ Track record of accomplishment with high client satisfaction and a showcase of successful project delivery based on win-win strategy.
- ▶ **P&L Driver & Revenue Accelerator;** Achieved market penetration and global product expansion through strategic business planning which resulted in increase in revenue and profitability.
- ▶ **Start-up specialist** with a successful career chronicle in setting up various business models from scratch, tapping new markets by identifying trends & business development opportunities in assigned territories.
- ▶ **Efficient Business Strategist;** Generated new clients like:
 - **At KSA:** Aramco, JASARA, Aviation Investigation bureau (AIB), King Abdulla University of Science and Technology (KAUST), PIF Companies such as NEOM, Qiddiya, Diriyah. NMDC (New Murabba), KSIADC, as well Expo 2030, RCRC, Saudi Authorities for Industrial Cities (MODON), K.A.C.A.R.E and many more including JV alliances with key international companies.
 - **At Kuwait:** Kuwait Oil Company (KOC), Ministry of Public Work (MPW), Ministry of Electricity and Water (MEW) and Kuwait Port Authorities (KPA)
- ▶ **Strategic Alliances:** Fusing entrepreneurial drive & vision to identify organizational strength / weaknesses to redirect missions, create new markets & harvest untapped business opportunities in a dynamic business environment, and when required seek joint-ventures or consortiums with the right partners.
- ▶ **Client Management Expert:** Skilled in providing differentiated product propositions & solution-based approach to clients, thereby creating a win-win situation and foundation for long term client retention; amplified customer base by 50% through maintaining effective relationships, Cost effective solutions.
- ▶ **Thought Leadership:** Developed strategy and roadmap for organization's national and/or international expansion; conceptualized and developed new business strategies which led to an increase in business activities and market share.
- ▶ **People Manager:** Led a lean team with multi-operational capabilities using interactive and motivational leadership that spurs people to willingly give 100% effort.

Core Competencies

- Leadership / Ambition / Visionary
- Strategic Thinking / Growth Creation
- International Business Development
- Problem Solving & Decision Support
- Key Partnership Development / Strategic Alliances
- Multitasking & Multidisciplinary
- Go to Market Strategies / Differentiation
- Contract Negotiations / Channel Management
- PERSEVERANCE!**

Education

- ▶ **Certificate of Beyond Smart Cities: Emerging Design and Technology** from MIT, Boston, USA in 2020 – Online Course during Covid-19 Hard-Lockdown.
- ▶ **Certificate of Global Oil & Gas Management** from Thunderbird University, Arizona, USA in 2015 – Online Course.
- ▶ **Master of International Business (MIB)** Swinburne University, Melbourne Australia with partial study in Hong Kong China - Graduated in 2002.
- ▶ **Bachelor of Manufacturing Systems Engineering** Royal Melbourne Institute of Technology (RMIT), Melbourne, Australia – Graduated in 1996.

Soft Skills

- Team Leader Influential
- Change Agent Innovator
- Decision Maker Collaborator

Career Timeline



* *Employment Break during Covid-19 Pandemic from July 2020 to April 2022*

Professional Experience

Aug'24-Present: Modern Architecture Construction Company Ltd (MACC), Business Development Manager, Riyadh KSA – Construction Industry

Key Result Areas:

- › Spearheaded the creation and development of the Business Development Department from its inception on August 1st 2024.
- › Applied Go-To-Market Strategies and when required used Differentiation Strategies to launch MACC journey in KSA market.
- › Implemented New Business Expansion Strategy focused on Aggressive and Successful accelerated business diversification across KSA especially with most PIF companies such as Qiddiya, Diriyah, NMDC, NEOM, Sport Boulevard, King Salman International Airport, Soudah Development, as well as non-Pif companies such as Riyadh Airports, Al Ula Development, Royal Commission, Aramco, etc.
- › Applying Process Improvement to improve the Registration and Prequalification process efficiency in MACC which resulted an increase from 7 registration when I joined MACC to 66 Registrations as of January 31st 2026, including many successful PQQ's.
- › Successful Collaboration across Functional Departments to achieve work harmony.
- › Implementing Visit Reports Template as a part of process improvement in MACC.
- › Successful Alliances building with key partners (JV/Consortium) on various projects.
- › Over the year I introduced procurement department to many international companies for potential collaboration with MACC.

Highlights:

- › Registering MACC as a vendor in various business entities across KSA such as several key PIF companies such as NMDC.
- › Demonstrate outstanding business development activities which resulted in several major PQQ received directly from various PIF companies as well as from main contractors which turned into short listing and later RFP.
- › Creating Business Development (BD) Procedures as a part of ISO requirements to be followed and implemented by BD Department.
- › Business networking through important events, firsthand business intelligence gathering.
- › Secondhand business intelligence gathering from online providers such as MEED and not only.
- › Fast Integration and corporation cross functional departments in MACC.

Previous Experience

Jan'24-July'24: Bin Zafrah Contracting Company (BZCC), Riyadh KSA, Business Development Director – Infrastructure Industry

Key Result Areas:

- › Implemented New Business Expansion Strategy focused on Aggressive and Successful rapid business diversification across KSA.
- › Successfully Achieved four JV in less than six months that resulted in four new projects bids.
- › Engagement with NMDC (Murabba & Mukaab Giga Project) resulted in short listing Bin Zafrah for future infrastructure projects.
- › Collaboration with all Chinese Construction & Infrastructure Companies in KSA such as CHEC-CCCC, CRCC, MCC, and many others.
- › Business and Contract Negotiations.
- › Developed Visit Report Template as a part of process improvement to be implemented with the CRM.
- › Impacted organization profitability through effective strategic and tactical management decisions and new business development.
- › Executing process improvement measures and modifications to achieve substantial and more efficient improvement in actionable results in BZCC prequalification process.
- › Developed Process Improvement Road map for the company prequalification activities.
- › Developed a business plan for a confidential partner to BZCC higher management related to Modular Construction Business in KSA.
- › Successfully facilitated problem solving operational and project issues which are outside my BDM responsibilities.

Highlights:

- From the start I have been delegated to represent BZCC in public events, summits, expo, and key signing events. Videos and articles can be found on my LinkedIn profile account: <https://www.linkedin.com/in/nuryachou/>
- Efficiently managed key accounts (new & existing business) with my previous contacts and new contacts that I developed very rapidly for BZCC with ambition, initiative, enthusiasm, perseverance, competitiveness, proactiveness, and above all integrity.
- Conducted business expansion across KSA from NEOM region to Aramco Dhahran in the eastern region, to Riyadh where most local and regional companies' headquarters (decision makers) are based.

May'23-Dec'23: Mofarreh Al-Harbi & Partners (MAH), Riyadh KSA as Corporate Business Development Manager for KSA – Infrastructure Industry

Key Result Areas:

- Successfully Achieved three JV in less than three month that resulted in four new projects in NEOM.
- Engagement with NMDC (Murabba & Mukaab Giga Project) and Saudi Downtown members of PIF – Prequalified MAH, Ministry of Sport, and others.
- Developed Process Improvement Road map for the company prequalification activities.
- Business and Contract Negotiations.
- Developed Visit Report Template as a part of the improvement process.
- Developed, reviewed, and reported on the business development division's strategy, ensured the strategic objectives are well understood and executed within time frames by applying business diversification across KSA.
- Impacted organization profitability through effective strategic and tactical management decisions and new business development.
- Executing process improvement measures and modifications to achieve substantial and more efficient improvement in actionable results in MAH prequalification process.
- Developed a business plan for a confidential partner to MAH higher management related to Modular Construction Business in KSA.
- Successfully facilitated problem solving operational and project issues which are outside my BDM responsibilities.

Highlights:

- From the start I have been delegated to represent MAH in public events, summits, expo, and key signing events. Videos and articles can be found on my LinkedIn profile account: <https://www.linkedin.com/in/nuryachou/>
- Efficiently managed key accounts (new & existing business) with my previous contacts and new contacts that I developed very rapidly for MAH with ambition, initiative, enthusiasm, perseverance, competitiveness, proactiveness, and above all integrity.
- Conducted business across KSA from NEOM region, Dammam in the eastern region, to Riyadh where most local and regional companies' headquarters (decision makers) are based.

May'22-April'23: Geoharbour Middle East Construction LLC, Dubai UAE as Client Engagement (BDM) for KSA – Ground Improvement

Key Result Areas:

- Rapid aggressive business expansion within United Arab Emirates and Kingdom of Saudi Arabia since June 2022.
- Developed strategic relationship with key clients in Egypt to prepare for market-entry strategy for Geoharbour in the growing construction and infrastructure of the Egyptian market.
- Increased profitability and achieved business objectives within budgeted parameters.
- Developed, reviewed, and reported on the business development division's strategy, ensured the strategic objectives are well understood and executed within time frames.
- Impacted organization profitability through effective strategic and tactical management decisions and new business development.
- Executing cost saving techniques/measures and modifications to achieve substantial reduction in expenditures and work within the budget.

Highlights:

- Steered efforts in establishing new businesses and growing existing business through a rich networks and channels at an international level that resulted in a very short time receiving many new incoming RFQs with values range from tens of millions and to several hundred million.
- Established a meeting between KAUST and Geoharbour to develop a future strategic relationship which will strengthen the presence of Geoharbour in KSA.
- Efficiently managed key accounts (new & existing business) with my previous contacts and new contacts that I developed very rapidly.
- Initiated prequalifications which resulted in obtaining Vendor ID with NEOM and McDermott (Global Vendor List)
- Recovered over 5 million SAR outstanding amount from the client.
- Business Development with several key clients.

Key Result Areas:

- Steered efforts in establishing new businesses and growing existing business through rich networks and channels at an international level as per the achievements section.
- Developed relationships such as strategic partnerships, alliances, B2B, and B2C.
- Devised and implemented strategies aimed at ensuring effectiveness of operations, realization of sales & business promotion targets, with key focus on ROI.
- Increased profitability and achieved business objectives within budgeted parameters.
- Developed, reviewed, and reported on the business development division's strategy, ensured the strategic objectives are well understood and executed within time frames.
- Impacted organization profitability through effective strategic and tactical management decisions and new business development.
- Managed company's resources; ensuring maximum productivity; planning for new investment in line with Business Development & long-term strategies.
- Executing cost saving techniques/ measures and modifications to achieve substantial reduction in expenditures and work within the budget.
- Formulated optimized pricing structure that made the business proposition attractive to prospective clients without compromising on the estimated and realized revenue goals.
- Coordinated with category leaders, influencers, and targeted marketing and PR activities for Brand Building.

Highlights:

- Attained highest regional (GCC) client visit reports in Fugro.
- Played a key role in establishment of Fugro environmental department in Kingdom of Saudi Arabia.
- Achieved several multi-millions USD/SAR tenders with various clients in Kingdom of Saudi Arabia.
- Attended MEED Forums at Bahrain, Kuwait, Kingdom of Saudi Arabia, and UAE and Global Sensors Forum in KAUST.
- Efficiently managed the following key accounts (new & existing business):
 - **Eastern KSA** – Dhahran, Khobar, Dammam, Ras Tanura, and Jubail: Aramco, Royal Commission in Jubail, Worley (with both WorleyParsons and Jacobs), Wood (with Wood Group, Amec Foster Wheelers, and Mustang), KBR, Fluor.
 - **Central KSA** - Riyadh: AECOM, Al Dar Engineering, Dar Al Bayan, Typsa, Ministry of Municipality and Rural Affairs (MOMRA), NEOM, Red Sea Development, Amala, General Authorities for Civilian Aviation (GACA), Manafai, JASARA, GDMS, General Commission for Survey (GCS), K.A.C.A.R.E/Worley/Assytem.
 - **Western KSA** – Jeddah, Thuwal, Rabeigh, Yanbu, and Umluj: Archirodon, Huta Marine, Amana, King Abdullah University of Technology (KAUST), King Abdulaziz University (KAU), Aviation Investigation Bureau (AIB), FalconViz, Coast Guards.
 - **Giga Projects:** PIF – NEOM; Red Sea Department; Amala, Qiddiya.

Highlights

- Led over 15 successful negotiations with new international companies by developing agency agreement from across the world to selected PME as their exclusive agent in UAE/GCC/MENA as an exclusive territory.
- Elevated the number of registration and pre-qualification of PME's principals in various ADNOC Group of companies and other EPC and end users in the GCC.
- Formulated and implemented procedures for managing the yearly renewal of the PME's Group medical insurance to achieve harmonious renewal process without any interruptions and delays.
- Brought 15% cost saving by effective negotiation for the annual renewal of Group medical insurance for the employer PME Group.

2009-2013: Conex Group, Iasi, Romania as Business Development Manager

2007-2008: Contor Group, Arad, Romania as Business Development Manager

2004-2006: Acute Solutions, Melbourne, Australia as Business Analyst

Personal Details

Nationality: Australian and EU (Romanian) Citizen

Language Fluency: English, Arabic, and Romanian / **Basic (Ice Breaker):** Mandarin Chinese, German, Russian

Geographical Experience: KSA, UAE, Romania, and Australia

Hobbies: Reading, travelling, mathematics & problem solving, international chess competitions, swimming, soccer

Residency: Riyadh KSA

Recommendations on LinkedIn: <https://www.linkedin.com/in/nuryachou/>