



Empowering businesses by offering expert consultancy in Sustainability and Governance, along with tailored training programs and the design of target operating models (TOM) across four key dimensions: organizational structure, processes, resources, and governance.



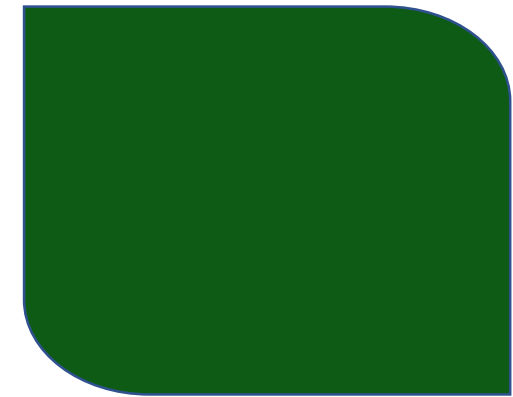
## Message from the Chairman

At ASTADAM, we believe that true institutional growth begins with sound governance and a deep-rooted commitment to sustainability. Since our inception, we have positioned ourselves as trusted partners for organizations seeking to build resilient, future-ready strategies aligned with global best practices.

Our consulting services in governance and sustainability are designed for all organizations—regardless of size or industry—because we recognize that sustainable success depends on inclusive and robust structures. However, our training programs are offered exclusively to senior leaders and top executives, as they are the driving force behind cultural transformation and strategic direction.

With a team of seasoned experts, both local and international, we take pride in delivering actionable insights and practical solutions. Our approach is rooted in professional excellence, strategic depth, and an unwavering focus on impact.

I invite you to join us at ASTADAM as we redefine how organizations lead with purpose, transparency, and long-term value.



**Dr. ABEER SAQER ALSULAMI**

THE CHAIRMAN | ASTADAM



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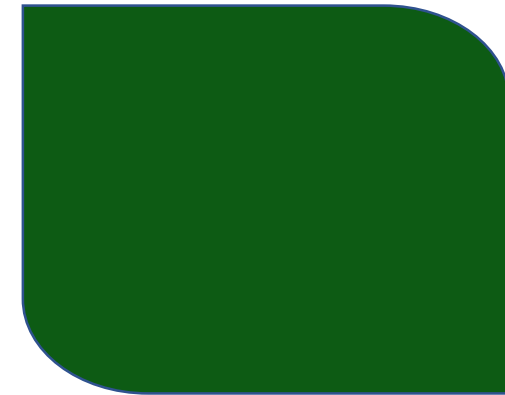
## Message from the CEO

At ASTADAM, we started with a simple but powerful belief: that execution is everything. Strategy means little without the ability to translate it into tangible results — and that's where we come in.

Our role goes far beyond advising. As CEO, I ensure that we walk alongside our clients through every stage of their journey — from defining priorities, to designing solutions, to ensuring those solutions are actually implemented and embedded. What truly distinguishes ASTADAM is our ability to turn insight into action. We work hand-in-hand with leadership teams, navigating regulatory frameworks, institutional challenges, and organizational dynamics — all while keeping the outcome in focus.

Our clients don't come to us for more theory. They come because they need a partner who will help them **move from intention to execution** — confidently, precisely, and sustainably.

Every engagement is personal to us. We carry the weight of every goal, and we celebrate every milestone achieved together.



**HADEEL ALJEFINI**

Founder & CEO | ASTADAM



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## About ASTADAM

**ASTADAM** is a premier consultancy and training firm, headquartered in Riyadh and London, specializing in Governance, Sustainability, Risk Management, and Strategic Leadership.

We serve clients across industries with bespoke solutions designed to build institutional resilience, enhance strategic foresight, and align with global best practices



## Our Promise to Clients

We are committed to empowering organizations with the knowledge, tools, and frameworks they need to lead with integrity, transparency, and long-term vision. Our promise is rooted in excellence, impact, and continuous growth



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## Our Vision for Impact

At ASTADAM, our vision is to become the most trusted and influential partner for executive development and institutional transformation across the MENA region and globally.

We aspire to lead a new era of strategic excellence, where top-level decision-makers are empowered with the insight, discipline, and foresight needed to navigate complex challenges and build resilient, future-ready institutions.

Through our distinctive combination of consulting expertise, academic depth, and regional insight, we aim to redefine how organizations approach governance, sustainability, and leadership—transforming them from compliance-driven entities into proactive, high-performing ecosystems.

We envision a future where every boardroom is equipped with the tools and mindset required to drive sustainable impact—not only for shareholders, but for society at large.



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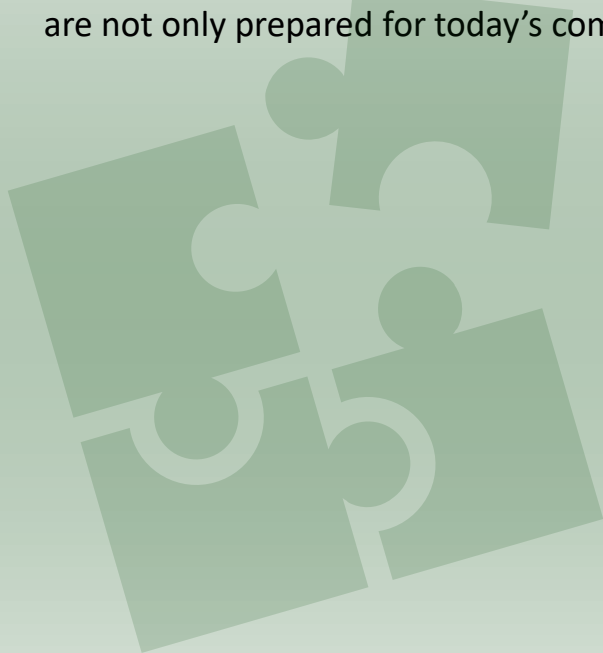


## Our Mission to Empower

At ASTADAM, our mission is to empower visionary leaders and forward-thinking organizations through tailored consulting and elite executive training that deliver lasting institutional value.

We are driven by the belief that governance, sustainability, and strategic agility are not just operational tools—but essential pillars for long-term success. Our work focuses on equipping decision-makers with practical frameworks, global insights, and locally relevant strategies that enhance resilience, sharpen foresight, and elevate performance.

Whether advising on board dynamics, regulatory compliance, ESG strategies, or enterprise risk, we ensure that our clients are not only prepared for today's complexities, but also positioned to lead tomorrow's transformations.



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## Why ASTADAM?

Choosing ASTADAM means partnering with a firm that combines deep regional understanding with global strategic vision. We don't just deliver services — we shape institutional futures.

Here's what sets us apart:



### Unmatched Regional and Global Expertise

Our team brings together decades of experience in governance, sustainability, and risk advisory across both local markets and international platforms. We understand the regulatory landscapes, cultural nuances, and strategic imperatives of the MENA region and beyond.



### Cross-Sector Proven Results

We've successfully advised and trained top leaders across public institutions, listed companies, family businesses, and semi-governmental entities. Our portfolio reflects tangible value and measurable outcomes.



### Strategic Presence in Riyadh & London

Our dual base allows us to stay close to the economic heartbeat of the GCC while maintaining a strong connection to global trends and thought leadership.



### Elite Faculty of Experts

Our programs are led by a handpicked network of professors, former C-level executives, policy advisors, and industry practitioners who have shaped national agendas and driven real-world impact.



### Tailored for Executive Leadership

Unlike generic programs, ASTADAM designs every engagement specifically for top management—ensuring relevance, discretion, and strategic depth in every session.



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## Meet Our Experts

At ASTADAM, our trainers are not simply facilitators—they are **thought leaders, institutional practitioners, and trusted advisors** with a proven track record in shaping policy, guiding strategy, and transforming organizations both regionally and globally.

We believe that meaningful learning stems not only from academic theory, but from real-world experience, deep sector knowledge, and the ability to translate complexity into clarity.

That's why our expert network includes:



**University professors and academic scholars** in governance, sustainability, and risk

**Former C-suite executives** with leadership experience across major institutions

**Regulatory and policy advisors** well-versed in Saudi and international frameworks

**Active practitioners** with current, real-time exposure to evolving market dynamics

Each of our experts brings a unique blend of insight, strategy, and executive presence—ensuring that every engagement goes beyond theory into transformative dialogue and applicable action.



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## Why Our Trainers Lead the Field

What sets ASTADAM's trainers apart is not only their credentials—but their ability to translate expertise into lasting impact. Our experts are carefully selected not just for what they know, but for how they teach, engage, and empower. They bring a rare combination of **strategic clarity, institutional insight, and practical leadership** that resonates with executive-level audiences. Here's why ASTADAM's trainers are in a league of their own:

### ✓ International Certifications & Academic Distinction

They hold top-tier qualifications and have taught at globally recognized institutions

### ✓ Policy & Regulatory Influence

They have contributed to national governance agendas, ESG regulations, and risk frameworks—offering insider perspectives on strategic decision-making

### ✓ Real-World Leadership Experience

Many of our trainers have served in C-suite roles and understand the challenges faced by boards, CEOs, and regulators

### ✓ Bilingual & Culturally Fluent

They deliver content fluently in both Arabic and English, with sensitivity to cultural and organizational dynamics across the GCC and beyond

### ✓ Executive Presence & Facilitation Mastery

They create a learning environment that is not only informative—but deeply engaging, reflective, and transformative

When you engage with ASTADAM, you're not just learning — you're evolving alongside the region's most respected minds in governance and institutional development.



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## Where to find us

At ASTADAM, our presence bridges regional leadership with global insight. We operate from two strategic hubs that position us at the intersection of institutional transformation and international best practices.

- 
- Riyadh, Saudi Arabia
  - London, United Kingdom

Our presence in these key markets enables us to stay deeply connected to the region's evolving priorities while remaining aligned with international trends in governance, sustainability, and institutional development.

Wherever you are, **ASTADAM** brings world-class expertise to your table.



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## Our Consulting & Training Portfolio

At ASTADAM, we offer a comprehensive suite of consulting and executive training services designed to support institutional transformation, elevate governance standards, and embed sustainability at the core of strategic decision-making.

Our offerings span across five critical domains:

### Governance Advisory & Executive Training

- Board structure design and effectiveness reviews
- Governance frameworks and customized manuals
- Family business governance planning
- Board evaluation and performance audits
- Board secretariat development and capacity building
- Compliance with CMA, Tadawul, IFRS, and related frameworks
- Related party transactions and disclosure advisory
- Governance audits and gap assessments
- Code of ethics and conflict of interest policies
- Training for board members, committees, and executive teams



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## Our Consulting & Training Portfolio

### Target Operating Model Design (TOM)

At ASTADAM, we design future-ready operating models across four integrated dimensions

- **Organizational Structure:**  
Define clear reporting lines, decision rights, and agile hierarchies aligned with strategy
- **Processes:**  
Streamline core operations, eliminate inefficiencies, and embed performance-driven workflows
- **Resources:**  
Optimize allocation of human, financial, and digital resources to support institutional priorities
- **Governance:**  
Establish robust frameworks for compliance, accountability, and strategic oversight



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# Our Consulting & Training Portfolio

## Sustainability & ESG Strategy

- ESG strategy development and operational integration
- Sustainability reporting (GRI, CSRD, TCFD, SASB, IIRC)
- Stakeholder mapping, engagement, and materiality analysis
- Circular economy planning and sustainable value chain design
- Climate risk, carbon footprint analysis, and Net Zero roadmaps
- UN SDG alignment and sustainability KPIs
- ESG risk assessment and governance alignment
- Executive and board-level workshops on ESG and sustainability leadership
- Internal sustainability communication and awareness programs



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# Our Consulting & Training Portfolio

## Risk Management & Resilience Building

- Enterprise Risk Management (ERM) design and implementation
- Risk appetite definition, heat mapping, and prioritization
- Internal control systems development and diagnostics
- Cybersecurity and data protection advisory
- Business continuity and crisis management frameworks
- Operational, reputational, and strategic risk analysis
- Risk maturity assessments and benchmarking
- Risk training programs and board simulations
- Compliance risk mapping and mitigation strategies



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# Our Consulting & Training Portfolio

## Executive Leadership & Institutional Strategy

- Strategic foresight and scenario modeling
- Organizational redesign and operating model transformation
- Culture transformation and leadership alignment
- Institutional KPIs, scorecards, and performance dashboards
- Executive coaching, succession planning, and board development
- Change management in high-growth or post-merger environments
- Leadership acceleration for emerging executives
- Policy impact analysis and institutional influence mapping
- Cross-department strategy integration and vertical alignment



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# Our Consulting & Training Portfolio

## Customized Programs for Top Management

- Governance and ethical leadership for C-suite executives
- ESG and climate strategy for board members
- Risk-informed decision-making under uncertainty
- Advanced board dynamics and institutional influence
- Strategic alignment across leadership tiers
- Private, high-impact boardroom sessions
- Confidential masterclasses for senior decision-makers
- Immersive case-based workshops tailored to sector-specific challenges
- One-on-one advisory for chairpersons and committee leaders



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Where strategic insight meets institutional transformation



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