



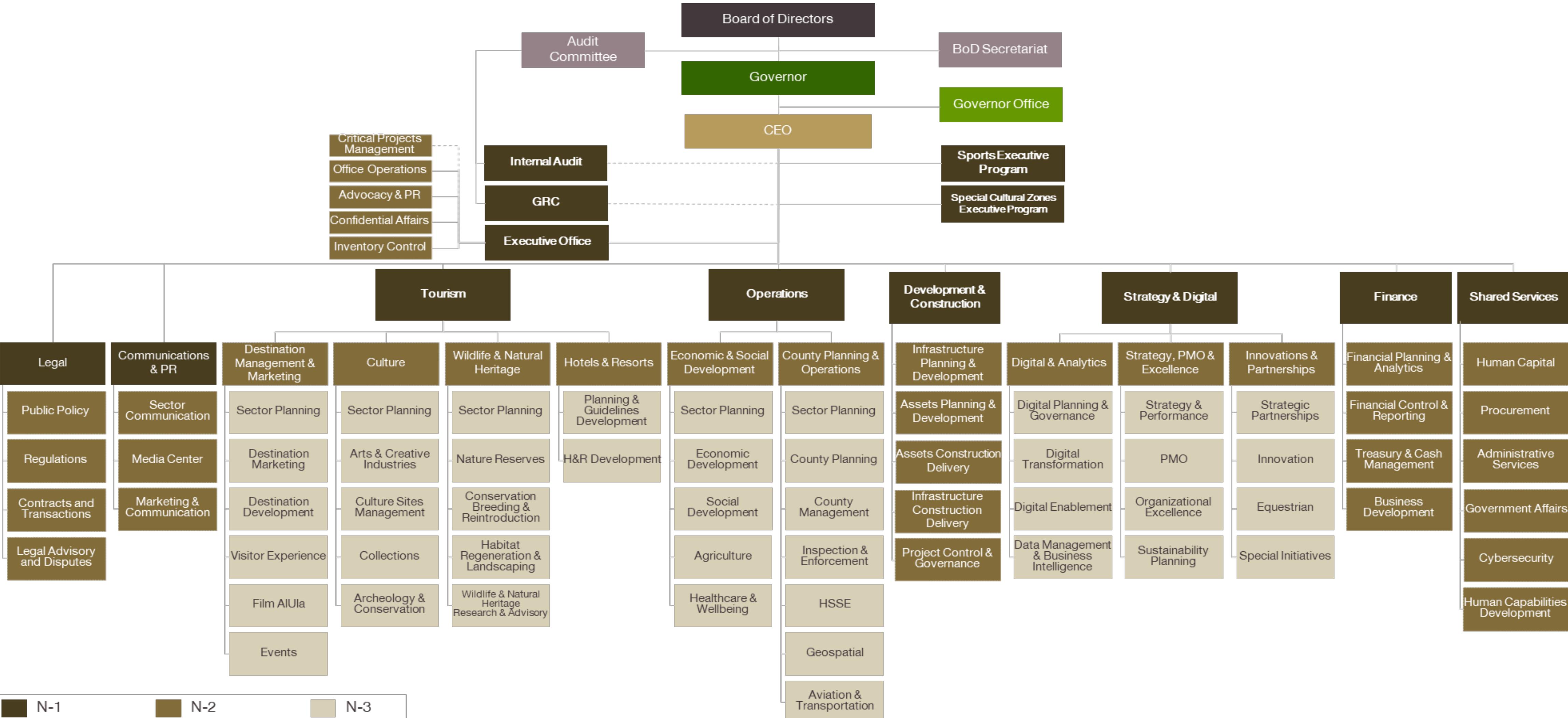
N-2 Mapping and Mandates

The Human Capital Department

February 2023

RCU Approved Organization Structure

Confidential



General Counsel: N-2 Structure Overview

الهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



Emily Murray
Public Policy GM

Public Policies

The focus of this department is to oversee and manage the public policy department, which include translating RCU's strategic objectives into policy priorities, and addressing gaps, and weaknesses in the RCU's public policy development process. Also, in coordination with the cross-sector public policy functions, produce relevant policies in line with the Framework

Vacant

Regulations GM

Regulations

The focus of this department is to serve in a central regulatory support role as the lead technical drafter of regulations and formal policy instruments, by conducting base economy legal analysis in support thereof, and acting as the custodian of all regulatory instruments issued by RCU



Leena Alkadi
Contracts and Transactions GM (A)

Contracts And Transactions

The focus of this department is to review, negotiate and draft major contracts, agreements, and other legal documents. Also, to support in the establishment of RCU's legal entities, and embarking on JVs and M&A.



Abdulaziz Alangari
Legal Advisory and Disputes GM

Legal Affairs

The focus of this department is to provide legal advice, represent the RCU in all legal disputes, and to manage the relevant legal activities in relation to RCU's enforcement role.



Communication and PR: N-2 Structure Overview

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Abdullah Al Haydhah
Sector Communication
GM (A)

Sector Communication

The focus of this department is to manage and coordinate the Sectors' communication plan as per the Communications & PR strategy and according to approved communication channels, including business communication and operations.

Vacant

Media Center GM

Media Center

The focus of this department is to develop media relations and activities related to print and broadcast media as part of the Communications & PR strategy and in alignment with efforts and initiatives to deliver a consistent and positive RCU public image.



Turki Alsayari
Marketing
Communication GM (A)

Marketing Communication

The focus of this department is to manage RCU events and campaigns and develop RCU branding and media content as well as set Digital and Social Media plans to communicate with targeted audience while utilizing RCU digital media platforms, in alignment with Communications& PR strategy.



Tourism: N-2 Structure Overview

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Rami Almoallim

DMM VP

Destination Management & Marketing

The focus of this department is to develop and promote destinations under the purview of RCU to attract local and international visitors, deliver a unique tourism experience through organizing events, campaigns, and attractions and build a differentiated, aspirational brand driven by research and insights, while optimizing for yield and curating visitor experiences that delight and map to RCU core brand ethos.

Vacant

Culture VP

Culture

The focus of this department is to activate and conserve the heritage, arts, & culture research and assets, to develop local arts and culture products and services, and to ensure the recognition of the areas under RCU's purview as unique destinations.



Stephen Browne

Wildlife & Natural Heritage VP

Wildlife & Natural Heritage

The focus of this department is to conserve the natural ecosystems of the areas under the purview of RCU, through researching and creating natural reserves to conserve natural landscapes, reintroduce native species and biodiversity, and create eco-tourism experiences in AlUla to ensure the sustainability of native flora and fauna.



John Northen

Hotels and Resorts VP

Hotels & Resorts

The focus of this department is To manage, supervise and operate the Hotels & Resorts of AlUla, Khaybar & Tayma, serving as its regulatory body, as well as to plan and guide the branding and development of hotels & resorts in order to attract visitors to and become one of the top destinations in the world, while deploying the local community.



Operations: N-2 Structure Overview

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Vacant

Economic & Social
Development VP

Economic & Social Development

The focus of this department is to provide the foundation for the conditions that are necessary for the economic and social progress and development of the local population of AlUla through enabling, engaging, and developing the community to achieve higher standards of living and activate the non-tourism sectors that drives economic development and create employment and new business opportunities.



Sultan Alkhuraissi

County Planning &
Operations VP

County Planning & Operations

The focus of this department is to plan, design, and operate the master plan for AlUla, Khaybar, & Tayma, including touristic and non-touristic assets (e.g. infrastructure & transportation, water, public realm, etc.), municipal services, and health, safety, and security services for the community to ensure that AlUla county provide world-class community facilities and public services.



Development and Construction: N-2 Structure Overview

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Amr Basiouny

Infrastructure Planning & Development VP

Planning & Development

The focus of this department is to study, design, plan, and develop various projects from conception phase to tendering phase through conducting feasibility studies, establishing partnerships with respective entities, participating in the master development planning with other departments, and designing infrastructures.



Ashraf Mahmoud

Assets Planning & Development VP

Planning & Development

The focus of this department is to study, design, plan, and develop various projects from conception phase to tendering phase through conducting feasibility studies, establishing partnerships with respective entities, participating in the master development planning with other departments, and designing assets>



Faisal Alghamdi

Assets Construction Delivery VP

Assets Construction Delivery

The focus of this department is to manage the construction and delivery of asset projects including Hospitality, Residential, Leisure & Entertainment, Offices, and Healthcare & Education asset projects and ensure timely delivery according to given plans, budget, standards, and requirements.



Badi Aldossary

Infrastructure Construction Delivery VP

Infrastructure Construction Delivery

The focus of this department is to manage the construction and delivery of infrastructure projects including airport, mass transit, roads, highways, bridges, and wet utilities county-wide and substructure projects and ensure timely delivery according to given plans, budget, standards, and requirements.



Mohammed Altheeb

Project Control & Governance VP

Project Control & Governance

The focus of this department is to develop project governance frameworks and procedures to ensure proper governance, manage and oversee project controls (i.e. cost, budget, schedule), as well as manage pre-tendering and post-tendering activities including packaging, commercial management, and contract administration and management to ensure the proper completion and delivery of projects.

Strategy and Digital: N-2 Structure Overview

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Vacant

Innovations &
Partnerships GM

Innovations & Partnerships

The focus of this department is to attract and strengthen relations to build and develop strategic and sustainable partnerships with key target countries, international organizations and individual partners and strengthen relations with relevant stakeholders to be able to lead, enable and accelerate innovation initiatives and projects that can contribute to shape AlUla into a global destination with the highest international standards.

Vacant

Strategy, PMO &
Excellence VP

Strategy, PMO & Excellence

The focus of this department is to develop AlUla strategy, cascade it and communicate it across the organization. Ensure that RCU projects and processes are governed, monitored, controlled and enabled through excellence and robust systems and policies. Ensure that progress is made towards stated targets, in line with the developed strategy.



Lawrence Eta

Digital and Analytics VP

Digital & Analytics

The focus of this department is to lead the development of RCU digitization strategy, digital enablement planning and governance, and set and monitor data collation, cleansing and analytics practices to enable the decision-making process for RUC leadership, as well as, research, test, and recommend programs and initiatives that transforms AlUla into a smart county for visitors and citizens.



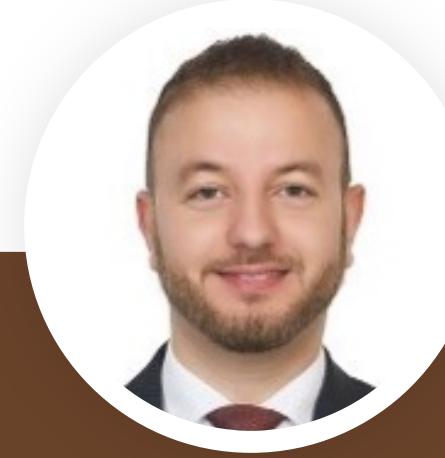
Finance: N-2 Structure Overview



Sultan Sindi
Financial Planning &
Analytics GM

Financial Planning & Analytics

The focus of this department is to handle the financial strategic planning process and to manage the budgeting and forecasting activities across RCU to support the leadership in making informed decisions which impact RCU's strategic objectives.



Mohamed Abou ElEnin
Financial Control &
Reporting GM

Financial Control & Reporting

The focus of this department is to manage accounting activities to reflect transactions in a maintained general ledger, as well as wide financial reporting to management, as well as define financial controls for risk mitigation and ensures strong and effective financial governance for financial transactions, accounting and financial reporting to meet regulatory and other or ad-hoc requirements from external stakeholders.



Treasury & Cash
Management GM

Treasury & Cash Management

The focus of this department is to provide effective treasury and cash management activities including corporate liquidity and the management of financial assets, debt and equity in compliance with regulatory requirements.



Abdulelah Babgi
Business
Development GM

Business Development

The focus of this department is to identify and attract, develop, and maintain investment partnerships and prospective investments and enhance offerings and services to investors and attracting viable opportunities for outbound and inbound investments.



Shared Services: N-2 Structure Overview

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Mohammad AlKhamis

Human Capital VP



Aymen Al Bagawi

Procurement VP



Abdulhameed Albassam

Administrative Services VP

Human Capital

The focus of this department is to position RCU as an employer of choice for top talent through programs and processes leading to professional empowerment, growth retention, and engagement of employees.

Procurement

The focus of this department is to deploy leading streamlined procurement practices to realize best quality and value for spend, manage the contract lifecycle to meet business needs, and foster strategic business partners to ensure agility in the process and promote localization in the procurement value chain.

Administrative Services

The focus of this department is to provide an efficient, safe and effective working environment and reliable administrative, and logistics services for employees,



Shared Services: N-2 Structure Overview

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Yasser Alruhaily

Cybersecurity VP



Mohammed Alshkrah

Human Capabilities
Development VP



Faisal AlShahrani

Government Affairs
Sr. Director

Cybersecurity

The focus of this department is to develop and oversee the implementation of cyber and information security policies, systems, and processes, to monitor access to RCU high priority systems and ensure authorized access, and to conduct periodic audits.

Human Capabilities Development

The focus of this department is to plan, activate, develop, and execute all educational project/programs that aim at developing AlUla's community to help achieve their full potential and be able to contribute to the development of AlUla, improve the quality of life, improve the well-being of the community, and enable the achievement of higher standards of living.

Government Affairs

The focus of this department is to ensure that RCU's legislative interests are nurtured, managed, and protected by the relevant governmental and regulatory bodies.



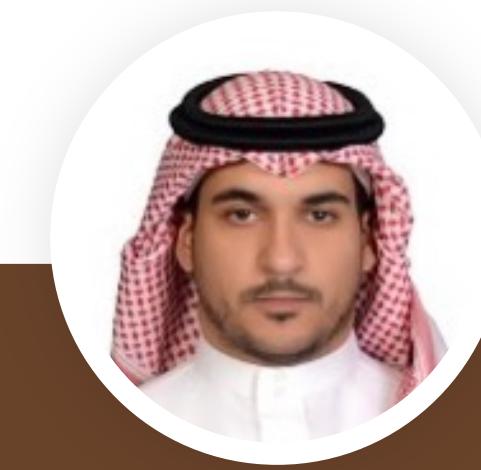
Internal Audit: N-2 Structure Overview

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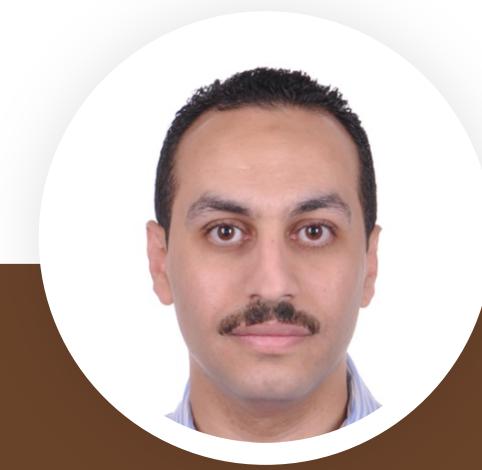
Osama AlMansour

Quality and Special
Audit GM



Abdulaziz Albanyan

Functional Audit GM



Ahmed Mohamed

Operations and Projects
Audit GM

Quality & Special Audit

The focus of this department is to carry-out special investigations and special requests from RCU stakeholders, and conduct quality assurance audits in order to ensure accuracy and integrity of the audits conducted.

Functional Audit

The focus of this department is to objectively evaluate and examine processes, procedures, and systems in non-core functions, including IT audit in order to increase operational efficiency and preserve integrity.

Operations & Projects Audit

The focus of this department is to objectively examine, asses, and evaluate the enterprise's operation's audit plan and strategy for RCU's core sectors and operations, as well as manage the planning and implementation of RCU's capital projects audit activities.



Governance, Risk, & Compliance:

N-2 Structure Overview

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Omar Alfahdi
Enterprise Risk
Management GM

Enterprise Risk Management

The focus of this department is to develop and implement the Enterprise Risk Management framework and to mitigate operational and major capital projects risks and maintain potential risks at an acceptable level through conducting appropriate risk assessment and control practices.



Mohammed AlAbdulkarim
Enterprise Resilience
GM

Enterprise Resilience

The focus of this department is to develop and review organization's BCM framework and identify and develop appropriate resilience strategies to prepare the organization to recover from any potential threat, disruption and disaster impacting critical functions, operations, systems, and applications of RCU and AlUla county.



Ibrahim AlFuraih
Corporate Ethics and
Compliance GM

Corporate Ethics & Compliance

The focus of this department is to design and manage the compliance of RCU's internal practices with the local and international laws and regulations, as well as monitor the compliance of the laws and regulations issued by RCU with relevant laws and regulations in order to determine compliance obligations and detail them into compliance requirements.



Nouf Khan
Governance GM

Governance

The focus of this department is to protect RCU's internal transparency, integrity, independence and conflicts of interests, as well as managing RCU's entities' governance through defining and managing a comprehensive authority matrix, governance framework, organization policies, and committee charters in order to establish clear accountability and facilitate decision making.

