

# Waleed H. Alghamdi

Transformation Consultant

[WEBSITE](#) | [LINKEDIN](#) | E-MAIL: [waok@outlook.sa](mailto:waok@outlook.sa) | Phone: [+966561714943](tel:+966561714943)

Transformation consultant experienced in strategy execution, culture & strategy alignment, project and product management, and AI-driven digital transformation. I've partnered with 20+ organizations across the MENA region, leading 15+ transformation projects that turned strategic ambitions into measurable results from aligning culture and strategy to implementing AI-enabled solutions that boost efficiency. I'm a certified Change Culture Leader, PMP®, PMI-RMP®, Prosci®, and currently pursuing my MBA. passionate about AI, using new technology and innovative solutions to make organizations run better and people's work easier. My simple belief: every work I do should leave a positive, lasting impact, helping organizations, and people become better than before.

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## EXPERIENCE:

### ● Culture & Employee Experience Lead

May 2025-present | Elm Company (PIF subsidiary)

- Lead all Culture & Employee-Experience functions—culture, engagement, change, and IP governance—across Elm and its subsidiaries, shaping the experience of ≈ 7 000 employees.
- Lead the M&A HR work-stream of the Elm × Thiqah merger, integrating HRIS, culture, total-rewards, and policy frameworks for ≈ 3 000 employees.
- Lead Najd 2.0 as Product Manager, steering a cross-functional squad to convert Elm's first fully Saudi, on-prem AI HR into a sell-able product—piloted in-house (-48 % HR tickets) before hand-off to the delivery team,

### ● Culture & Employee Experience Consultant

Oct 2023-May 2025 | Elm Company (PIF subsidiary)

- **Led the Innovative "Najd" Project:** Directed a cross-functional team to develop Najd, Elm's first fully Saudi, on-premise AI chatbot integrated with Microsoft Teams, tailored to local business needs and managing HR information through a RAG system.
  - i) **Achieved Significant Impact:** Saved approximately SAR 1 million by building the solution internally, transformed Najd into a marketable product generating new revenue streams, and streamlined client operations with a user-friendly interface.
- Designed and implemented the M&A Playbook, covering all aspects of mergers and acquisitions to ensure seamless integration and alignment with company objectives.
- Developed a comprehensive due diligence assessment framework tailored to Elm's specific needs, enhancing the accuracy and efficiency of acquisition evaluations.
- Refined Elm's values and identified core and leadership competencies, aligning them with the company's strategic culture goals.
- Revisited and refined existing processes to enhance employee experience journeys, ensuring continuous improvement and alignment with organizational goals.

### ● Consultant

Sep 2023-Oct 2023 | Baseqat Arabia Consulting

- Led all Denison organizational culture projects in MENA, focusing on improving workplace dynamics and fostering positive change.
- Led projects to evaluate leadership competencies for major clients in Saudi Arabia, ensuring alignment with organizational culture and strategic goals.
- Revisited and fixed processes to improve overall employee and organizational experience, ensuring sustained cultural alignment and operational efficiency.
- Engage in business development activities, aiming to elevate the success rate of customer acquisitions and foster sustainable growth.
- Manage relationships with project stakeholders, ensuring successful project implementation and fostering long-term partnerships.

### ● Business Analyst

Jul 2022-Jul 2023 | Baseqat Arabia Consulting

- Led 15+ organizational culture transformation projects for top-tier Middle East firms (STC Group, Mobily, SANS, GEA, and more) in partnership with Denison Consulting company.
- Crafted tailored change culture action plans for diverse organizations, optimizing employee adoption and minimizing resistance.
- Designed HR strategy and operating model for Weqaa Center's separation from Ministry of Environment, Water, and Agriculture.
- Advised AMSB BAESHEN on competency selection aligned with strategic vision.

- Reengineered key processes at Weqaa Center, drafting standard procedure architecture to streamline operations and enhance efficiency.
- Enhanced client journeys, addressing pain points and boosting touch points.
- Championed CRM creation at Baseqat, streamlining operations.
- Developed and optimized end-to-end sales cycle, elevating lead gen to cash collection.

### ● Training Coordinator

*Jan 2020-Jul 2022 | Naf3 Training Company.*

- Led all aspects of the training process, overseeing the development, implementation, and evaluation of training programs.
- Standardized training processes and developed procedures to measure program outcomes, leading to enhanced training effectiveness and consistency.
- Designed training workflows, ensuring alignment with organizational goals and improving overall training delivery and outcomes.

### ● Mechanical Engineering Intern

*May 2021-Aug 2021 | Jeddah Municipality*

- Designed a fire extinguishing system (FM200) for one of the facilities of Al-Salam station.
- Followed up on the work progress of Al-Asala rainwater drainage project and Al-Salam station.

## FREELANCE & SME ENGAGEMENTS:

### ● Senior Consultant (SME)

*Jan 2024 - Dec 2024 | HR Leaders Consulting & Baseqat Arabia Consulting.*

#### **Royal Commission for Jubail and Yanbu (RCJY):**

- i) Developed a Power BI dashboard to analyze employee turnover across four cities, identifying key challenges and data-driven solutions.
- ii) Contributed to manpower planning strategies to address workforce gaps.
- Provided SME insights on multiple strategic projects, focusing on process optimization and cultural transformation initiatives.

### ● Senior Consultant (SME)

*Nov 2024 - Jan 2025 | Cornerstone Consulting.*

- Created an interactive operations manual for the Sectoral skills councils (SSC) initiative under HRSD, enhancing user engagement and reducing implementation time.
- Optimized processes by capturing and resolving workflow bottlenecks, delivering tangible improvements in organizational output.

## HACKATHON ACHIEVEMENTS:

- **Elm Hackathon – 3rd Place** : Led a team to develop an AI platform that simplifies car-rental processes at airports.
- **Emdad Hackathon – 3rd Place:** Built “Khadom,” an AI chatbot that automates ERP system requests.
- **Consultants Hackathon (Baseqat) – 1st Place:** Developed an application that automates technical and financial proposal creation, streamlining project bidding.

## SKILLS:

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|---------------------------------------|--------------------------|----------------------------------|
| ● Project Management                  | ● Digital transformation | ● Client Satisfaction            |
| ● Transforming Organizational Culture | ● Analytical Skills      | ● Advanced Microsoft Excel & PPT |
| ● Change Management                   | ● Problem Solving        | ● Python and AI Integration      |
|                                       | ● Business Development   | ● Data Analysis                  |

## EDUCATION:

- **Master of Business Administration - MBA** | University of Illinois Urbana-Champaign Gies College of Business  
*May 2025 - Jul 2027*
- **Bachelor of Engineering - BE, Mechanical Engineering** | University of Jeddah

## Licenses & Certifications:

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| ● <b>Certified Project Management Professional (PMP®)</b>    | ● Design-Led Strategy - Sydney Business School                 |
| ● <b>PMI Risk Management Professional (PMI-RMP)</b>          | ● McKinsey Forward Program - McKinsey & Company                |
| ● <b>Prosci® Certified Change Practitioner</b>               | ● Misk Startup School - Misk Entrepreneurship                  |
| ● <b>Certified Change Culture Leader – Denison</b>           | ● <b>Occupational Safety and Health Administration - (ECS)</b> |
| ● <b>Lean Six Sigma Green Belt - Kaizen Institute Global</b> |  |
| ● <b>Strategic Innovation - University of Illinois</b>       |  |