



CORPORATE PROFILE



“

WE INVITE YOU TO JOIN US ON THIS TRANSFORMATIVE JOURNEY AND LOOK FORWARD TO THE OPPORTUNITY TO COLLABORATE AND DRIVE SUCCESS TOGETHER.

”



CEO MESSAGE

"Dear Valued Partners,

The world is experiencing a transformative shift in its perception of Kingdom of Saudi Arabia. With a renewed commitment to holistic progress encompassing quality of life, economic development, and environmental stewardship, our country is poised to play a pivotal role in addressing global challenges and fostering comprehensive growth.

At Rasi Consulting, we distinguish ourselves as the trusted advisors with unparalleled insights into Saudi Arabia's market dynamics, regulatory frameworks, and cultural intricacies. We stand tall with a deep sense of pride in our roots and an unwavering commitment to our nation's ambitious future. Expertise is our cornerstone. Our team of seasoned professionals have a breadth of experience across industries and deep understanding of local sectors and systems, which enables us to craft innovative solutions tailored to the national context, driving tangible outcomes and sustainable growth.

Our mission at Rasi Consulting is clear: we are the catalysts for national success, empowering organizations across all sectors to make informed decisions, drive tangible impact, and foster sustainable growth. Committed to the progress and prosperity of our society, economy, and environment, we thrive at the forefront of driving positive change and shaping a brighter future for Saudi Arabia.

We hope you will join us on that journey, and value this opportunity to share our story with you".

Mohammed Al Askar
CEO, Rasi Consulting

OUR STORY

In 2018, seasoned consultants came together to a realization: the timing was never better for firms to scale up work in Saudi Arabia. But at the same time, many international consultancies were missing the mark. They lacked the depth of local understanding to properly incorporate cultural and local contexts into their solutions, offering theoretical plans with little chance of execution.

Rasi Consulting started its journey with a commitment to create innovative localized blends, and crafted strategies tailored to Saudi Arabia's unique context. Informed by global trends yet deeply rooted in the kingdom's landscape, our approach resonated with clients seeking innovative and nationally relevant solutions that directly realize results and outcomes.

Now, with a powerhouse team of over 30 experts, Rasi tackles projects of all sizes across various industries. With an unparalleled track record in the Kingdom, Rasi stands as a simultaneous catalyst and beneficiary of the flourishing future of Saudi Arabia. We stand ready to develop meaningful partnerships with any organization wishing to ground their work in an equitable, rich understanding of local context.



SERVICES OVERVIEW

Rasi Consulting delivers tangible impact at every stage of an organization's journey, from initial strategic planning and growth strategies to late-stage optimization, sustainability, and innovation.

By leveraging our expertise to address our partners' most critical challenges, Rasi Consulting ensures that each collaboration is responsive to their realities, adapted to the local context and the broader national vision, all while truly delivering value.



Shaping Transformative Strategies

- Strategic Intelligence & Data Analysis
- Transformation Strategy Development
- National Development Consulting
- Executive Leadership Advisory



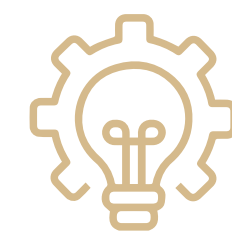
Realizing Impactful Outcomes

- Impact Management & Realization
- Organizational Transformation & Optimization
- Portfolio & Project Management
- Stakeholder Engagement



Unlocking Human Potential

- Leadership Empowerment & Development
- Human Capital Development
- Cultural Integration & Social Adaptation
- Change Management



Pioneering Purposeful Innovation

- Innovation Ecosystem Design & Management
- Innovation Realization & Expansion
- Holistic Digital Transformation
- Platform Business Modeling



SHAPING TRANSFORMATIVE STRATEGIES

With our country's ambitious vision, leaders are entrusted with spearheading large-scale transformations that aim to deliver significant impact to their organizations and the nation as a whole. By partnering with those committed to their bold visions, they collaboratively develop transformative strategies tailored to local realities and focused on achieving tangible results.

Rasi Consulting is deeply connected in its Saudi roots, leveraging local insights and international expertise to provide strategic consulting services that align with each organization's ambitions and the broader national vision.

We specialize in offering evidence-based strategic planning and enabling informed decision-making, driving national development and economic growth. Our expertise supports executive leadership with sector-specific advisory services, ensuring that strategies are both innovative and implementable. By understanding the unique challenges and opportunities within the Saudi context, Rasi Consulting delivers customized solutions that foster sustainable progress and long-term success for our partners.

CASE STUDY

PIONEERING A NATIONAL STRATEGY FOR SUSTAINABLE TRANSFORMATION

Rasi Consulting successfully led the development of a groundbreaking national strategy for a newly established national regulatory body in Saudi Arabia, aiming to revolutionize a sector entrenched in conventional practices by fostering sustainability and a circular economy. Faced with the challenge of creating a comprehensive strategy that addressed diverse stakeholder concerns and balanced ambitious vision with practical local solutions, Rasi Consulting ensured robust stakeholder engagement through a national committee and provided strategic guidance and expert oversight at every step. The result was a cohesive strategy that set ambitious targets, aligned regulatory frameworks with global benchmarks, and garnered widespread support, ultimately laying the foundation for transformative and sustainable change in Saudi Arabia.



**Comprehensive
Strategy
Development**



**Robust
Stakeholder
Engagement**



**Alignment with
Global
Standards**

REALIZING IMPACTFUL OUTCOMES

The Kingdom is changing rapidly and steadily. Organizations across all industries face the ongoing challenge of translating strategic visions into concrete outcomes at the required pace and quality. As our partners navigate complex environments and strive to realize their ambitions and meet the evolving needs of stakeholders, the ability to execute with precision and deliver tangible results becomes paramount.

At Rasi Consulting, we recognize the value of transforming aspirations into achievements, therefore our approach is always driven by key tangible results, performance, and efficiency. For us successful execution is the cornerstone of meaningful progress. We partner closely with organizations to bridge the gap between strategy and outcome, ensuring that their goals are not only defined but also realized.

CASE STUDY

DRIVING COMMUNITY TRANSFORMATION THROUGH GOVERNMENT LEADERSHIP

Rasi Consulting played a pivotal role in transforming a key government agency through the implementation of a comprehensive transformation program encompassing 56 initiatives across various service pillars. Our robust strategic approach was essential for successfully navigating the intricate municipal sector, achieving seamless coordination among diverse entities, and addressing critical issues with expertise. Rasi Consulting developed an impact realization ecosystem, creating a central team to connect efforts and guide them towards significant impact.

By conducting large-scale, impact-focused workshops and fostering alignment at every level, we ensured rigorous progress monitoring and timely adjustments. The impact was transformative: digital platforms were launched within weeks, regulations swiftly addressed persistent challenges, privatization initiatives commenced rapidly, infrastructure investments adhered to a centralized quality framework, and stakeholder satisfaction rates significantly improved. The agency's vision materialized through tangible impacts in communities across the Kingdom.



**Comprehensive
Transformation
Program**



**Impact
Realization
Ecosystem**



**Tangible
Results**

UNLOCKING HUMAN POTENTIAL

Real transformation starts from within. Human capital is at the core of growth, turning visions into reality. By fostering environments that empower individuals and develop their capabilities, leaders unlock human potential, build efficient organizations and nurture engaged communities driven by knowledge and commitment.

By focusing on human capital development, Rasi Consulting aims to unlock the full potential of people, enhancing their skills and capabilities to drive organizational and societal change. We prioritize cultivating leadership excellence, fostering a culture of engagement and empowerment, and building the foundation of a thriving nation.

CASE STUDY

HUMAN CAPITAL DEVELOPMENT IN WASTE MANAGEMENT

Rasi Consulting spearheaded a transformative initiative to address the skills gap in the waste management sector, aligning with the vision for 2030. Understanding the need for a highly skilled workforce to drive innovation and efficiency, we developed a pioneering Graduate Development Program. Designed to empower recent graduates by providing immersive hands-on experience and in-depth expertise in waste management, the program positioned them in roles that drive professional growth and elevate their skills. The impact was profound: the program significantly increased the number of specialized professionals in the sector, elevated quality and performance standards, and enhanced community services. This pivotal initiative generated new job opportunities, strengthened economic and social stability, and cultivated professional networks that fostered collaboration within the sector. By fully unlocking human potential, Rasi Consulting significantly accelerated organizational and societal advancement.



**Graduate
Development
Program**



**Professional
Growth
and Expertise**



**Sectoral and
Societal
Impact**

PIONEERING PURPOSEFUL INNOVATION

To excel in times of transformation, it is crucial to weave a culture of innovation into the very fabric of our communities, whether at an organizational or societal level. This approach is essential for establishing a strong, adaptable foundation that allows us to remain relevant, withstand changes, and stand out through collective achievements.

Rasi Consulting empowers both organizations and society to lead purposeful innovation, driving efficiency and creating significant impact. We make these innovations an integral part of any community's DNA by ensuring that the people involved fully embrace it. We leverage digital innovations and infuse a conducive culture for adoption, creating ecosystems that embrace the future.

CASE STUDY

SPEARHEADING STRATEGIC INNOVATION AND MARKET LEADERSHIP

Rasi Consulting played a pivotal role in empowering a leading technology company to revolutionize their strategic vision. Faced with fierce market competition and the imperative to drive exceptional performance and innovation, Rasi spearheaded strategic transformations to secure market dominance. Rasi Consulting's unparalleled, value-centric approach focused on leveraging the team's efforts, fostering a culture of relentless innovation, and prioritizing customer-centric product development. This strategy yielded transformative outcomes in operational efficiency and established a robust and dynamic sales pipeline. Through this high-impact partnership, Rasi Consulting transformed the company's market position, showcasing the pivotal power of purposeful innovation and strategic leadership.



**Strategic
Vision
Transformation**



**Value-Centric
Approach**



**Transformative
Outcomes**



OUR VALUES

NATIONAL PRIDE

As a Saudi firm, we take pride in our roots and in the ambitious nation we belong to. With our unparalleled knowledge of the Saudi market, regulations and cultural richness, we empower organizations to confidently and efficiently navigate their journey of transformation.

PARTNERSHIPS

We forge strong relationships with our partners based on trust and integrity. We form a deep understanding of their challenges and aspirations. We ensure their goals are a shared mission. Together, we co-create tailored solutions driving success and inspiring impact.

IMPACT

We set high standards for quality, performance and impact. We adopt a result driven approach across everything we do and ensure efficiency in every process we undertake. We measure success by the impact created for and by our partners.

EXPERTISE

With our team's wealth of broad experience across industries and strong knowledge of the local sectors and systems, we craft solutions inspired from best practices, yet adapted to the national context, empowering organizations with relevant and implementable strategies

OUR TEAM



MOHAMMED ALASKAR

Chief Executive Officer

With extensive experience in business development, strategic planning, and operations management, Mohammed Alaskar drives Rasi’s transformative strategies and managed major projects across the public and private sectors.



JAD BAZ

Advisory Partner

With nearly two decades of expertise in management consulting, corporate strategies, and innovative business modeling, Jad Baz leads Rasi’s engagements in the Energy & Utilities, Municipal, Environmental, and Real Estate sectors, successfully driving transformational projects and implementation plans for leading organizations.



CAROLINE ASSAF

Advisory Director

With a deep specialization in sustainable development and a wealth of global experience across MENA, Europe, and North America in both public and private sectors, Caroline Assaf pioneers strategies that empower human capital, drive innovation, and catalyze transformative change.


OUR SUCCESS PARTNERS





CONTACT US

"Your company's transformation journey begins today.
Partner with Rasi Consulting to shape the future you envision.
Reach out to us and let's start building your success story together."

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