

Dr. Emad AlJuraifani

Independent Strategy, Organizational Performance & Leadership Advisor

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Saudi Arabia & GCC | Enterprise Strategy | Balanced Scorecard | Governance | Corporate Innovation | Organizational Resilience | Engineering Project Risk

EXECUTIVE PROFILE

Senior independent advisor with more than 25 years of experience across Saudi Aramco, government, corporate, municipal, and nonprofit environments in Saudi Arabia. Advises senior leaders on strategy execution, organizational performance, governance, corporate innovation, leadership development, crisis management, organizational resilience, and engineering project risk.

Combines an engineering and large-scale operations foundation with advanced business administration expertise and extensive knowledge of the Saudi and GCC institutional landscape. Known for translating complex strategic issues into practical frameworks, performance measures, governance mechanisms, and executive decisions. Has designed and delivered development programs for more than 10,000 professionals and leaders.

EXPERT NETWORK CONSULTATION AREAS

Saudi Arabia & GCC Business Environment	Strategic Planning & Balanced Scorecard
Organizational Performance Transformation	Corporate Governance & Oversight
Corporate Innovation & Strategic Foresight	Leadership & Executive Development
Crisis Management & Organizational Resilience	Engineering Project Risk Management

PROFESSIONAL EXPERIENCE

Founder & Independent Advisor | Third Direction Consulting (3DC) | Saudi Arabia

- Advise public, private, and nonprofit organizations on strategy formulation and execution, Balanced Scorecard implementation, KPI alignment, governance, and institutional performance.
- Support leadership teams in diagnosing organizational gaps, clarifying strategic priorities, strengthening accountability, and converting strategic objectives into measurable execution plans.
- Design executive advisory engagements and customized leadership programs in corporate innovation, foresight, crisis management, organizational resilience, change, and project risk.
- Develop proprietary advisory frameworks, including the 3DC Leadership Compass, 7REV Strategic Foresight Framework, and Third Direction Corporate Innovation Model.

Senior Advisor, Institutional Performance & Corporate Innovation | Saudi Aramco | Saudi Arabia

- Contributed to strategy development, Balanced Scorecard deployment, performance improvement, and organizational alignment across engineering and operational environments.
- Served as a member of the Saudi Aramco Corporate Innovation Board and contributed to engineering and operations innovation initiatives.
- Advised business and functional teams on performance systems, strategic initiatives, innovation practices, and leadership alignment in a complex industrial organization.
- Built a strong practical foundation in large-scale engineering operations, project environments, stakeholder coordination, governance, and execution discipline.

SELECTED ADVISORY & GOVERNANCE EXPERIENCE

Strategic Advisor | Ministry of Environment, Water and Agriculture | *Saudi Arabia*

- Provided strategic advisory input supporting national agricultural development, institutional priorities, and stakeholder alignment.
- Contributed insights spanning policy implementation, sustainability, rural development, innovation, and organizational performance.

Committee Member | General Authority for Awqaf | *Saudi Arabia*

- Served two terms on the Internal Audit and Oversight Committee, contributing to governance, accountability, risk oversight, and institutional control discussions.

Elected Municipal Council Member | Greater Dammam / Eastern Province | *Saudi Arabia*

- Participated in municipal governance, development priorities, public-service improvement, stakeholder engagement, and oversight of strategic community issues.

Founder & Board Member | Future Resources Environmental Company | *Saudi Arabia*

- Led initiatives in environmental technology, water treatment, desalination, and sustainability; contributed to a portfolio of 14 registered patents.
- Connected innovation strategy with commercialization, applied research, partnership development, and environmental impact.

Founder & Board Member | Hydro Farm Agriculture Company | *Saudi Arabia*

- Introduced controlled-environment and hydroponic agriculture solutions and supported early hydroponic initiatives within major institutional settings.
- Developed practical insight into entrepreneurship, food systems, water efficiency, operational scaling, and technology adoption.

SELECTED STRATEGIC CONTRIBUTIONS

- Designed and supported strategic plans, transformation programs, and institutional performance systems for government, corporate, municipal, endowment, and nonprofit organizations.
- Developed the National Orphans Development Strategy (RUSHID) and contributed to social-investment initiatives addressing capability building, community development, and sustainable impact.
- Created implementation-focused models connecting strategic objectives, indicators, governance responsibilities, executive decision-making, and organizational learning.
- Advised and facilitated senior-level discussions involving transformation priorities, stakeholder interests, risk, innovation, and sustainable institutional value.

EXECUTIVE DEVELOPMENT & FACILITATION

- Designed and delivered executive programs in strategic planning, Balanced Scorecard, leadership, corporate innovation, foresight, work ethics, crisis management, organizational resilience, and engineering project risk.
- Trained and developed more than 10,000 professionals and leaders across Saudi Aramco, major corporations, government bodies, and nonprofit organizations.
- Facilitate complex discussions using realistic cases, decision scenarios, diagnostic tools, and practical implementation roadmaps.

THOUGHT LEADERSHIP & PROPRIETARY FRAMEWORKS

- Author of three published Arabic books on Balanced Scorecard-based excellence, performance indicators, and establishing volunteer initiatives.
- Creator of the 3DC Leadership Compass, integrating personal, human, strategic, execution, innovation, and AI-enabled leadership.
- Creator of the 7REV Strategic Foresight Framework and the Third Direction Corporate Innovation Model.
- Speaker and contributor on leadership, strategy execution, innovation, governance, performance management, sustainability, and future readiness.

EDUCATION

- PhD in Business Administration - American University of London, United Kingdom, 2007
- Master's Degree in Building Technology, with Honors - King Fahd University of Petroleum & Minerals, 1994
- Bachelor of Science in Civil Engineering, with Honors - King Fahd University of Petroleum & Minerals, 1983

LANGUAGES

Arabic: Native | English: Fluent