



عادل الأحمدى
Adel Alahmadi

مستشار .. ممكن .. مدرب
Consultant - Enabler - Trainer

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WHO IS ADEL?

Adel Al-Ahmadi is a Consultant with more than 28 years of experience in implementing strategies, and is one of the founders of the National Center for Performance Measurement "ADAA" and the founder of the Training and Development Department in 2017. Currently Adel is the Consultant of the Enablement Department in "ADAA", assists in the execution of the department's strategic goals through training thousands of government employees annually, and improve the content of training materials as well as the training delivery. Adel delivered many lectures and training courses on strategic planning and management and Key Performance Indicators to many government entities in many regions with the aim of improving the skills, capabilities, and culture of public sector employees in the field of management and performance measurement to achieve excellence in government performance and enable government entities to achieve the objectives of the Kingdom's Vision 2030.

He also held the position of Consultant to the Executive Department of Public Relations and Communication during the period 2016 -2018 at the "ADAA" Center, where he contributed to the implementation of the objectives and strategies of the Public Relations and Communication Department as well as all internal and external communication tasks to ensure the smooth running of operations in full.

Prior to joining ADAA Center, he held important positions in a number of major companies, the most important of which was Saudi Aramco, with an experience that spanned over 22 years, where he was led several positions, such as the leader of awareness programs for energy efficiency and renewable energy during the period 2008 - 2015. His tasks included developing effective strategies to promote awareness of energy initiatives and their objectives in the industrial and non-industrial sectors, and contributing to promoting awareness inside and outside the company of the importance of optimal use of energy.

He held the position of a "Business System Analyst" in the same company during the period from 1996 - 2008, where he led the information and technology systems team and contributed to bringing about radical system transformations and achieving a complete integration of the internal and technical network system in the management of energy systems.

He held the position of "Executive Director of Educational Strategic Programs" in "Nabaa Educational Company", owned by the Jeraisy Group, at the beginning of 2015, where he was responsible for all planning work, conducting preliminary feasibility studies and supporting the executive projects of the strategic programs.

Adel holds a Bachelor's degree in Information Technology and Computing from the Arab Open University.

➤ Enablement Department Consultant The National Center for Performance Measurement (ADAA) 2020

- Contribute to the development and implementation of the department's objectives, key performance indicators (KPIs), targets, and strategic and operational initiatives
- Contribute to the development, signing and implementation of strategic partnerships with the regions, universities, authorities and ministries
- Contribute to the development of the methodology and frameworks for the training and development department
- Conduct a technical study for the establishment of a "Aada Academy" and the development of the largest Arabic platform in the field of performance measurement and management
- Project Manager for the development of a training course content for Measuring the "Beneficiary Experience" according to international best practices and delivering eight sessions for the year 2021
- Project Manager for e-content development for the following courses: "The Basics in Key Performance Indicators" and "Strategy Management", and publishing them on the platform in partnership with the Institute of Public Administration
- Project manager for the LMS e-learning system development
- Conduct training for several public sector's employees on Strategy Management Deliver lectures in the field of strategic planning and management, the basics of
- key performance indicators, and initiatives for dozens of government entities and in many regions for more than 3000 public sector's employees for the year 2020
- Project Manager for the "Performance Coach" Program for the year 2020 - 2021
- Provide guidance for trainers before and after each training program
- Design a detailed one-day workshop on how to develop indicators and initiatives in public entities
- Design an educational lecture on the basics and principles of the "Beneficiary's Experience"
- Contribute to the development of monthly and annual reports on the department's achievements

PRACTICAL
EXPERIENCES

PRACTICAL EXPERIENCES

➤ **Training and Development Department Consultant The National Center for Performance Measurement (ADAA) 2017- 2019**

- Established the Training and Development Department and determined the training needs for public sector's employees
- Define the scope of work for direct trainings project on an annual basis, determine the required budgets, conduct a technical evaluation of the training centers and institutes, following up on their implementation of the training and logistical plan, and selection of trainers
- Partner with the most prestigious universities such as Harvard to provide the training programs for senior executives
- Assist in partnering with Palladium to develop the training curricula for "ADAA" Center
- Improve and update all the center's training curricula on a semi-annual basis according to the feedback from the trainees/participants
- Contribute to the adoption of training programs by the Ministry of Civil Service and their registration in the King Fahd Library
- Contribute to the development of the monthly and annual reports on the department's achievements
- Present 10 lectures for public entities
- Deliver two courses in strategic management

➤ **Acting as Executive Director to the Public Relations and Communications Department The National Center for Performance Measurement (ADAA) 2018**

- Contribute to the development of management strategies
- Participate in the development and positioning of "ADAA" Brand to become a reference for performance measurement, and overlook innovative developments (which entails the logo, the detailed identity of the center, and its frameworks for exchanging media and social media communication)
- Continuous communication and participation in the development of innovative content and review of editorial articles

PRACTICAL EXPERIENCES

- **Director of Operations to the Public Relations & Communication Department
The National Center for Performance Measurement (ADAA) 2016 - 2018**
 - Develop internal and external media content for the center, including but not limited to brochures, ADAA's website and media advertisements/presentations.
 - Develop and implement campaigns and introductory events for the center, prepare specifications, manage and monitor the executing companies, send personal invitations, and manage the marketing campaign for each event.
- **Executive Director of Educational Strategic Programs
Nabaa Educational Company (Jeraisy Group) 2015**
 - Lead the executive management of the strategic programs of Nabaa Educational Company, owned by Jeraisy Group
 - Responsible for all the planning initiatives, conduct preliminary feasibility studies, and support executive projects for strategic programs
- **Leader of Energy Efficiency and Renewable Energy Awareness Programs
Saudi Aramco 2000 - 2015**
 - Support Saudi Aramco's energy initiatives and objectives in the industrial and non-industrial sectors by raising awareness of energy efficiency and renewable energy
 - Design and implement academic and educational programs for energy efficiency and renewable energy (the Energy Future City for Children program, and this was implemented in "Ithra around the Kingdom)
 - Create an awareness application on energy efficiency and renewable energy for mobile phones and tablets (30 thousand tablets were distributed to schools in the Eastern Province)
 - Organize an exhibition for the top 25 international companies specialized in energy-saving lighting in various sectors
 - Implement dozens of exhibitions for energy efficiency awareness campaigns outside and inside Saudi Aramco

PRACTICAL EXPERIENCES

Information Systems Analyst Saudi Aramco 1996 - 2012

- Project manager for the development of the infrastructure of the internal network of the administration for its branches in all cities of the Kingdom from operating servers, computers and software, and providing full logistical support to employees
- One of the first website developers on the Aramco Intranet in 1997
- Design and implement a website on the internal network dedicated to raise awareness of electricity conservation
- Design an interface for the control room of Aramco's electricity distribution network at the Kingdom level
- Work as an information security specialist in the Energy Systems Department and activate strategic plans for maintaining information security and confidentiality by applying international best practices

EDUCATION AND SKILLS

➤ EDUCATION

- Bachelor's Degree - Information Technology and Computing from Arab Open University 2008

➤ Professional Skills

- Trainer, Consultant, Enabler and public entities lecturer
- Strategic planning and performance management
- Strategy governance and change management
- Managing awareness campaigns in education and energy efficiency
- Business Systems Analysis
- Public Relations and Communication
- Courses and Lectures Offered
- Strategic Planning Course
- Strategic Management Course
- Basics of Key Performance Indicators (KPI-1) Course
- Advanced Key Performance Indicators (KPI-2) Course
- Lecture on Strategic Context and Key Performance Indicators in Government Institutions
- Lecture on Designing KPI's and Initiatives in Public Entities
- Lecture on the Fundamentals and Principles of "Beneficiary Experience"

الدورات والاعتمادات

COURSES & CREDITS

➤ Credentials and Certifications

- Certified (ADAA Trainer Program)
- Certified Trainer from "ADAA" Center for the "Strategic Planning" Course
- Certified Trainer from "ADAA" Center for the "Strategic Management" Course
- Certified Trainer from "ADAA" Center for the Basics of Key Performance Indicators (KPI-1) Course
- Certified Trainer from "ADAA" Center for the "Change Management" Course
- Certified Lecturer from "ADAA" Center
- Master Trainer from ATD
- ADAA Ambassadors Program (ADAA Ambassador)

➤ Courses Attended

- Change Management Course from "Prosci"
- Balanced Scorecard Course (BSC) – George Washington University
- Key Performance Indicators Professional Program (KPI-P) – George Washington University
- Key Performance Indicators Associate (KPI-A) Course – George Washington University
- Creative Training Techniques Course (Bob Pike Group Foundation)
- ATD's Training of Trainers (TOT) course
- Advanced Leadership and Management Program – PALM 10
- Project Management Professional (PMP)
- Coaching Program at Saudi Aramco
- Planning and managing PR campaigns (Dubai)
- Saudi Aramco Risk Assessment Management Course
- Saudi Aramco Basic Information Security Certificate
- Exploration Conference - Science Fairs and Museums (Sweden)

لتطوير القادة وتمكين المجتمع **Leaders Development** & Empowering Society

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