



AY&R Management Consulting

LEADING TRANSFORMATION



Who We Are

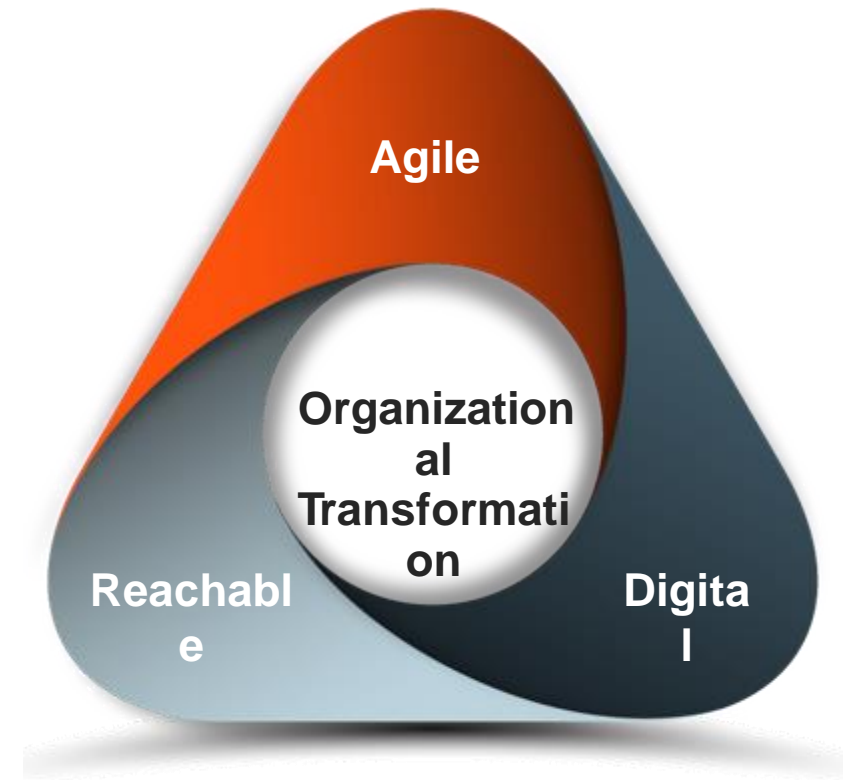
AY&R is management consultancy firm that engage with organizations' leaders to achieve their vision. AY&R cultivate its core expertise to build innovative and lean solutions that meet organizations' transformation needs.

AY&R is devoted to the development of the strategies, principles, techniques, and practices that drive value creation by enhancing organizational and individuals capabilities, and efficiently increase performance.

AY&R's customer-centric approach enables the development of customized solutions that are based on determining and understanding client's problems and needs to drive a pragmatic approach that is aligned with client's objectives, culture, and resources.

Our Differentiation

- A distinctive offering from traditional consultancy firms by integrating aspects of organizational development, technology adoption and marketing and communications within their services to client.
- AY&R aims not only to consult but to transform internal capacities, establish success story, and sustain growth for future challenges.



Our Beliefs



Value Creation

Tangible results



Transparency

Direct and clear engagement



Innovation

Challenging status quo



Agile

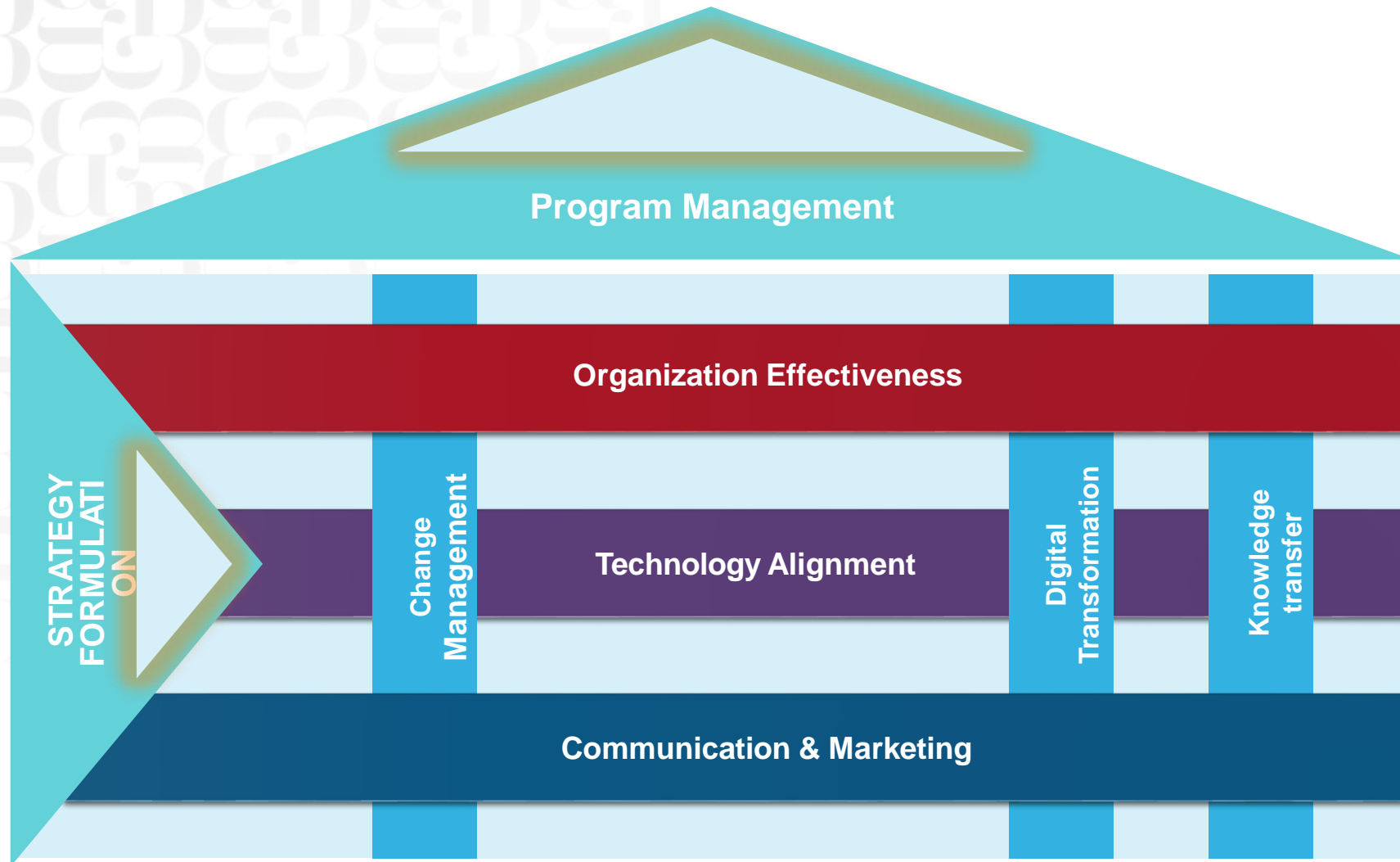
Dynamic and Resilience



Knowledge Transfer

Sustaining Growth

Expertise Coverage



Detailed Services

AY&R expertise covers wide areas of consultancy services that are integral to the current digital age.

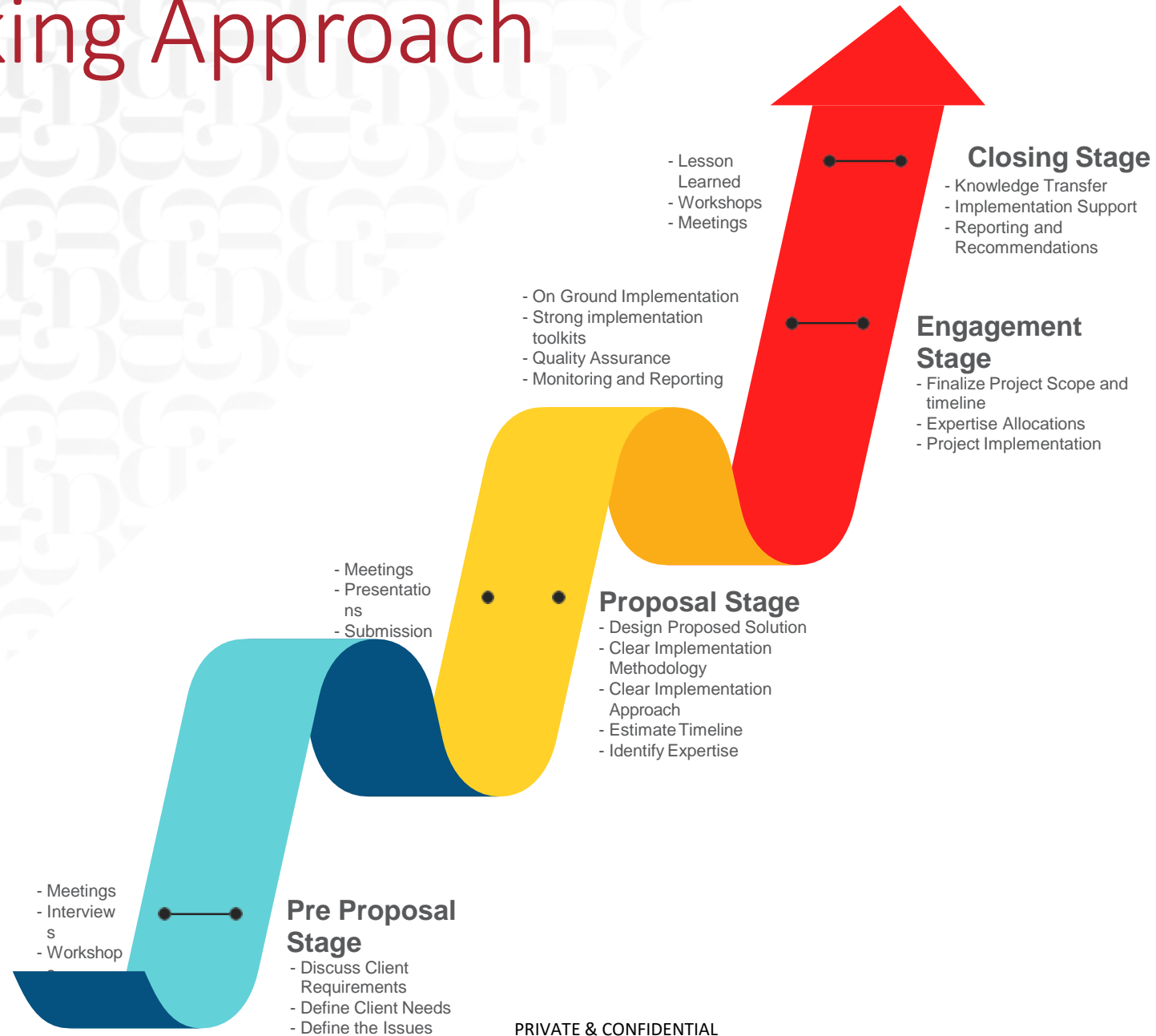


System Standards and Quality Measures

- ❖ Leverage Subject Matter Experts (SMEs), Industry Associations & Gurus
- ❖ Usage of varied but relevant and complementing best practices
- ❖ Proven track record, with specialization in the required work
- ❖ Experienced with different assessment models, which is key to process maturity plan. These include, but are not limited to:
 - ❖ ISO15504 (ISO33001)
 - ❖ CMMI, SFIA, COBIT
 - ❖ Axelos model for ITIL assessment
 - ❖ ITIL tool compliance model
 - ❖ Regulations (Yesser measures, NCA, etc)
 - ❖ ISO27001, ISO20000, ISO22301



Working Approach



Lead Team Profile

Where Founders Success





Ahmed Elrayes

Managing Partner,
Organization and Digital
Transformation
Strategist

Profile/background:

Ahmed has a cumulative experience of 13+ years in various fields such as Management Consulting, Strategic Planning, HR practice, Technology, Program and Change Management.

Ahmed is the Co-Founded Managing Consulting, Market Research & Professional Development company in Libya, and in UAE Ahmed is the Co-Founder of AY&R.

Areas of Expertise:

Management Consulting (Strategic Planning, Change Management, Business Processes, Organization Design, Project Management, HR Consultancy), Talent Management, Digital Transformation and Technology Adoption

Qualifications:

- Blockchain Strategy Programme – University of Oxford
- MBA – University of Bradford
- Bs in Computer Engineering – American University of Sharjah
- M_o_R, PRINCE2, ITIL, PMP, CobiT

Experience Summary:

Ahmed is an accomplished management consultant, combining strategic thinking, team building experience and strong management skills. He has achieved success in establishing presence in new markets, identifying growth opportunities, and initiating strong business alliances.

Ahmed has regularly held the role of program director for consultancy engagements and lead subject matter experts in digital transformation projects, in areas such as strategy formulation, goal and objective setting, organization restructure and policies and procedures development. He has designed and managed major professional development programs in the region, and worked with international non-profit organizations such as the World Bank, World Economic Forum, UNDP and IOM in North Africa, preparing detailed studies on knowledge development, social and economic frameworks and public sector governance.

His work experience includes a senior role at Zayed University's Outreach Center, where he gained experience in public sector organization management and people development. In this role, he worked on Emiratization development and leadership programs, including the onboarding training program for the UAE Central Bank and NBAD. Following this, he established a boutique consultancy and human capital development firm in Libya, where he was involved in establishing a female entrepreneurship program with international organizations and the optimization of HR processes and IT/ Business alignment for a Telecom provider.

In the last 3 years, Ahmed worked in major digital transformation project with leading Islamic Bank in UAE, where he managed the implementation, rollout, training and live support of new Banking system, automation of learning department activities for leading banks and government agencies in UAE, and development of idea management application for UAE Space Agencies.



Rakan Al Sharif

**Managing Partner,
Operation &
Transformation Strategist**

Profile/background:

Rakan has a cumulative experience of 13+ years in various fields such as Management Consulting, HR practice, Marketing, PR and Social Media.

Rakan is the Co-Founder of a Marketing, PR and Social Media agency catering services to multi national firms as well as government entities across the Region.

Areas of Expertise:

Management Consulting (Change Management, Business Processes, Organization Design, Project Management, HR Consultancy)- PR- Marketing and Social Media

Qualifications:

- Bachelor degree of Science in Visual Communication -American University of Sharjah, UAE
- Certified Human Resources Manager (CHRM)

Experience Summary:

Rakan started his career as a Strategic Planner in Publicis Graphics' Marketing department before moving to Ernest & Young Consulting and PWC as a Senior Consultant. Rakan was in the Management Consulting division where he led various projects across different functions and activities. After which he joined Advanced Construction Co. as a Human Resources Manager where he was accountable for managing all Human Resources' activities. Finally, Rakan established a Marketing, PR and Social Media agency catering services to multi national firms as well as government entities across the Region.

Major Projects :

- Change Management Projects:
 - The Royal Commission for Jubail and Yanbu (RCJY). Approximately 6000 employees were impacted with this change.
 - Ministry of Water and Electricity/ National Water Company
- Mega Transformation Projects :
 - SEDCO
 - Saudi Airlines
- Administrative Reform for a leading construction company in Saudi Arabia which included the implementation of the restructuring program developed by PwC.
- Marketing and Advertising 360 campaign for Formula One Etihad Airways – Abu Dhabi



Yousif Habil

Managing Partner, Marketing & Communications Strategist

Profile/background:

Yousif has a cumulative experience of 13+ years in various fields such as Visual Communications, Branding, Marketing Strategies, and Corporate Communications Strategies.

Yousif is the Co-Founder of a Marketing, PR and Social Media agency catering services to multi national firms as well as government entities across the Region.

Areas of Expertise:

Corporate Identity, Marketing and Communications Strategies, Strategic Planning, Business Development and Sales Strategies, Products and Services Positioning, Digital Marketing and PR.

Qualifications:

- Bachelor degree of Science in Visual Communication -American University of Sharjah, UAE
- Branding for Professionals - Informa, UAE

Experience Summary:

Yousif started his career within the banking sector, taking the role of Marketing Executive and later a Business Development Manager during a major re-branding project Abu Dhabi Islamic Bank, where he played critical role in revamping the bank's identity, strategizing the launching internal and external campaign of the new brand identity, and working in redesigning the physical looks and feels of the branch. During this time, Yousif also played critical role in managing the execution of the campaign and the change of the bank's brand, and identifying the right suppliers to work on the project.

Also, Yousif was the lead core team in establishing the first women only banking segment and in charge of all the branding, physical layout and complete identity of the new establishment. In addition, working with product team to design and position new products and services that caters to the women banking segment that contributed heavily to the success of the initiative in UAE.

Yousif was hand picked to be one of the founding members of Libyan Qatari Bank as Head of Communications, where he was in charge of setting up the department's structure, team members, strategies and direction to establish the bank's corporate identity, manage public relations, position the right products in the market, and designs the physical branch layouts.

Being an Entrepreneur, Yousif co-founded Hashtag Studio to be leading creative agency in UAE, and securing major projects with Yas Marina Circle, Abu Dhabi F1, Emaar, Department of Finance, Dubai Municipalities, Gulf Air, Nakheel and many others. Recently, Yousif also co-founded Hashtag Digital to provide a competitive digital marketing and social media to their client base.

Let Start

REACH US AT INFO@AYNRMC.COM