

DR. AMER AWADH AL RAWAS

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Leadership Excellence for Strategic Growth and Sustainable Success

PROFILE

Seasoned transformation leader who has made great impact on the lives of thousands of people across the region and beyond. Chairman and CEO of companies in different industries with significant achievements in improving business models, corporate governance frameworks, operations, financial results and profitability, market share, employee engagement and business portfolios notably in the Oil & Gas, Telecommunications and Education sectors. Consultant for international businesses and NGOs. Acclaimed keynote speaker on a variety of contemporary topics. Trusted coach for top executives and aspiring leaders in different types of industries. University professor and fervent contributor to leadership and education development.

AREAS OF EXPERTISE

- Transformation Leadership
- Result-oriented Management
- Value-driven Decision Making
- Strategic Planning and Business Development
- Stakeholders Engagement
- Human Resources Performance Optimization
- Team Building and Empowerment
- Corporate Restructuring
- Corporate Governance
- Mergers and Expansions
- Policy Setting
- Oil & Gas Industry
- GCC Economics
- Telecommunications Industry
- Technology and Innovation
- Business and Executive Coaching
- Communication and Public Speaking

EXPERIENCE

LEADERSHIP & CONSULTANCY

UNICEF, Advisor

2020 to Present

- Provide advice and guidance on the implementation of Generation Unlimited and all related activities in Oman; Generation Unlimited being one of UNICEF's flagship programs aiming at empowering youth and transforming education, employment, entrepreneurial and engagement outcomes for young people in 40 countries around the world.

- Ensure consultation with local stakeholders and synergy of project with the Omani context to optimize impact and achieve objectives.
- Contribute to the implementation of Generation Unlimited in Qatar too and advise on the best roll-out strategy and activity plans starting with mapping of existing partnerships and initiatives, as well as key progress gaps and opportunities to strengthen and scale actions.

Middle East Leadership Academy (Mela), Board Member (Chairman 2016–2018)
2016 to Present

- Establish a community of interconnected, high-potential Middle Eastern business leaders.
- Expand the role and presence of the network to new countries while remaining aligned with sister networks in the United States of America, Central Eurasia, and Southeast Asia.
- Acquire a steady number of new members every year to maintain growth and sustainability.

Local and International Companies and NGOs, Consultant and Executive Coach
2018 to Present

- Act as the regional consulting partner of international brands such as The RBL Group and Genesis Analytics.
- Make a difference for individuals and companies in the areas of corporate transformation, leadership development and high-performance culture building.
- Coach top executives and young upcoming leaders from different backgrounds on leadership, personal development, and professional growth.
- Facilitate high-level government policy workshops for the National Spatial Strategy including several leaders from various government bodies.
- Co-facilitate strategic brainstorming workshop for the Supreme Council for Planning with internal and external stakeholders.
- Conduct coaching and training sessions at two GGC listed banks and one listed telecommunication company to bolster performance and align it with strategic transformation and culture change goals.

OIL & GAS

Oman Society for Petroleum Services (OPAL), Chairman (Vice-Chairman 2015-2017)
2017 to Present

- Drive the transformation of both purpose and mission with a focus on promoting the oil and gas industry standards, while preserving the legacy of the organization as a promoter of human capital, health, safety and environment.

Tasneea Oil & Gas Technology, Group Executive Officer **2014–2018**

- Consolidate a group of relatively small companies serving upstream/midstream projects and specialized in fabrication and trading activities, as well as the operation and maintenance of heavy equipment and rigs.
- Achieve a growth of 59% in the first year, despite difficult market conditions and challenging risk factors related to fundraising and debt structures.
- Finalize the acquisition of a company specialized in pipeline construction and repair and secure its growth by introducing new technology and building international partnerships.
- Expand to new businesses by establishing two international joint ventures for the manufacturing of oil and gas equipment where technology and know-how are transferred to Oman and obtain needed funding through Oman Development Bank with favorable terms.

Omani Ministry of Oil & Gas, Planning Advisor**1997–1998**

- Participate in the Ministry's committee supervising the restructuring of Petroleum Development Oman (PDO), transformed from a function-oriented structure to an asset-oriented structure.
- Contribute to the restructuring of the Ministry from a Petroleum and Minerals Ministry to an Oil and Gas Ministry with a different mandate.
- Provide strategic guidance for several information systems' projects including the Geographic Information System (GIS) project.

Omani Ministry of Petroleum and Minerals, PA to the Minister (Secretary)**1983–1986**

- Manage, in addition to all PA responsibilities, frequent approaches of local community representatives and facilitate communication and engagement with oil and gas operators, notably Petroleum Development Oman (PDO).
- Attend high-level meetings and follow up on outcomes and allocation of tasks with the Minister's direct guidance.

TELECOMMUNICATIONS**Omantel, Chief Executive Officer****2009–2014**

- Lead the transformation of the Omantel Group into a fully integrated telecommunications service supplier, while sustaining its competitiveness and market leadership in a very challenging landscape.
- Promote best-in-class corporate governance and stakeholder management practices and reach optimal shareholder engagement and alignment on strategic thrusts.
- Develop international alliances to form strategic consortiums to build cross-continental submarine cables and capitalize on the rise in international telephony and IP transit between telecommunication operators across the world to position Omantel as a leader in the field, thus transforming it from net payer to income generator of hundreds of millions in this new income stream.
- Improve subscriber growth and profitability by spearheading the development of customer-centric strategic and operational plans.
- Foster a culture of innovation and customer service while enhancing operational effectiveness and cost efficiency.

Oman Mobile, Managing Director**2004–2009**

- Lead the establishment of Oman Mobile in preparation for opening the market for competition and build a foundation for an agile competitive corporate culture with strategic vision, mission, and objectives.
- Lead the development of corporate governance structures and business models with operational manuals to ensure smooth transition from a fully government-owned to a listed company with public shareholding.
- Drive substantial growth in market share and number of subscribers (300% growth in a 4-year operation as an independent company for Oman Mobile) during the industry's most competitive years with an international operator as the challenger.
- Attract competent and experienced human resources and optimize efficiency in terms of number of subscriptions per employee (over 2,200 subscribers per employee).
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- Win the award of Top Company in the GCC region on nationalization of work force (94% in 2007).
- Serve in parallel as Chief Commercial Officer of Omantel until the merger of the two companies into an integrated operator with a universal license.

Omantel, Executive Vice President

2002–2004

- Prepare the 32-year-old government-owned general telecommunications organization to cope with market liberalization through privatization and introduction of competition.
- Develop needed corporate governance structures and related operational manuals.
- Improve efficiency and grow all aspects of business.

ENERGY, TECHNOLOGY & INNOVATION

Solar Wadi, Chairman

2018 to Present

- Build a consortium of local and international partners based on a carefully articulated business plan to capitalize on emerging energy industries.
- Oversee the selection of the ideal international partner to invest in equity and provide technical contribution to the renewable energy industry in Oman.
- Manage the diversity of shareholders (semi-governmental, private Omani, and international company) with different priorities and interests.
- Develop funding and debt structures for contracted pipeline of solar projects.

Industrial Innovation Center, Chairman

2019–2021

- Contribute to the growth and diversification of Oman’s economy through acceleration of innovation and knowledge-based industries.
- Spur innovation at start-ups, companies and sectors levels and advise on necessary capacity building programs.
- Facilitate the merger of three industrial innovation units to promote coherence and create value for shareholders through focus and efficiency by pooling resources and minimizing management overheads.

NASA/WVU Software Research Laboratory, Visiting Scholar and Researcher

1997–1998

- Build a prototype framework for the Communication and Organization of Requirements Perspectives in software engineering as part of PhD research.
- Conduct research focused on the investigation of application of own research product to overcome the communication problems experienced in large software engineering projects, such as command and control systems for space vehicles.

EDUCATION

Business and IT School, New Vision University, Dean (Non-resident)

2018 to Present

- Drive the internationalization effort as a dominant parameter of improvement of university educational and research quality.
- Oversee the different academic programs and make sure they are aligned with innovations and job market trends.

- Provide advice and guidance on strategic objectives related to international partnerships and quality sustainability measures, as well as the introduction of extracurricular activities to attract business and industry partnerships.

Oman Education Council, Board Member

1998–2020

- Set policy and regulatory measures to raise the standards of all forms, levels and outcomes of education in Oman to improve its quality in a way that corresponds with the general policy of the State, development plans and the needs of the labor market.
- Review the legislative aspects and reform educational policies of education.
- Follow up on the implementation of policies and regulatory measures and provide oversight and strategic monitoring and evaluation.

Oman Academic Accreditation Authority, Board Member

2001–2019

- Set quality assurance, academic standards and policy manuals.
- Oversee institutional and program accreditation activities including self-assessment and quality assurance measures.

Education Restructuring Committee, Chairman

2011–2013

- Set up a new educational framework while building on existing capabilities to transform the education system and encourage further diversification to align with market needs and review the quality of education management.
- Reform both the public education and the higher education systems to introduce a more efficient and better-quality education system.

Sultan Qaboos University, Dean of Educational Services

2001–2002

- Lead six university centers: Languages Center, University Libraries (one main library and 3 specialized libraries), Center for Information Systems, Center for Educational Technology, Human Resources Development Center, and Students Counselling Center.
- Develop a common strategy capitalizing on the collaboration between the functions of the centers and streamlining operations.
- Enhance overall performance by encouraging autonomous leadership, maximizing collaboration on common complimentary activities and minimizing duplications.

Sultan Qaboos University, Director of the Center for Information Systems and Lecturer

1998–2002

- Provide leadership and vision that transformed the Center into a strategic driver through MIS reporting and decision support analysis.
- Spearhead the automation process across the university and its attached hospital.
- Increase computer infrastructure from 1,700 to 4,500 devices and internet penetration from only 1,200 to 16,200 active users.
- Offer guidance and advice to critical university and nationwide Y2K projects and activities.
- Lecture on a variety of topics including Software Engineering and Systems Analysis and Design.
- Contribute to various research activities and revamp several degree programs.

INVESTMENT

Concordia Group, Executive Chairman

1997 to Present

- Lead the expansion of the group into different countries and different new businesses in a vision of sustainable continuous growth.
- Expand the reach of group subsidiaries through international alliances and global partnerships with the strategic vision of becoming the sought-after partner by international investors willing to tap into the region's markets, notably in energy, technology and public health.

EDUCATION

University of Sussex, United Kingdom, **PHD in Computer Science & Artificial Intelligence**
University of Sussex, United Kingdom, **BS in Computer Science**
University of Brighton, United Kingdom, **HND in Software Engineering**

MOST NOTABLE AWARDS

Lifetime Achievement Award, Beyond Borders (within Star Business Awards), 2015
2013 Best Transformation Leader, Alam Al Iqtisad Wa al Aamal (AIWA) Magazine, 2014
Leader in South Asia, the Middle East and North Africa (SAMENA), SAMENA Council Awards, 2013
Best Asian Business Leader Award (Sustainable Growth Category), Asian Business Leadership Awards, 2012
Best Human Resources Focused CEO Award, 4th GCC HR Excellence Awards, 2012
Business Leader of the Year Award, NTI BizPro, 2008
Best Software Engineer Graduation Project, University of Brighton, 1990