



SYNC
consulting



WHO We Are?

SYNC is an independent Saudi advisory firm supporting organizations in strengthening governance, risk management, internal audit, finance, people, operations, and digital transformation capabilities.

- We combine practical experience with local market understanding.
- We help clients move from assessment to design, implementation, monitoring, leading organizational development.
- Our service is designed to improve accountability, control, performance, and sustainable institutional growth.

Expertise led advisory | Practical solutions | Saudi and GCC market relevance

Strategic identity



MISSION



VISION



VALUES

Vision

To become a trusted Saudi and GCC advisory partner recognized for practical, expertise-led consulting solutions that strengthen governance, performance, and sustainable institutional growth.

Mission

To support organizations in achieving strategic and operational excellence by delivering practical, tailored, and implementable advisory solutions across governance, risk, finance, people, operations, and technology.

Values

- Credibility: we deliver what we promise.
- Integrity: we act with transparency and fairness.
- Empowerment: we build sustainable client capability.



Our differentiation

WHY Sync?

SYNC is positioned as a practical advisor for clients that need senior attention, tailored solutions, and hands-on implementation support.

- Expertise-led delivery by experienced professionals.
- Solutions tailored to Saudi and GCC business realities.
- Integrated advisory across governance, risk, finance, people, operations, and technology.
- Flexible delivery through advisory, co-sourcing, outsourcing, and managed services.
- Strong focus on measurable outcomes, not only reports and recommendations.

Our differentiation

We synchronize strategy, controls, people, processes, and technology to help clients execute with confidence.

Our Advisory Services

Each service can be delivered as assessment, design, implementation support, co-sourcing, or managed service depending on client needs.

- 1 Governance, Risk, Compliance, Internal Audit & Controls.**
Stronger oversight, assurance, accountability, and regulatory discipline.
- 2 Finance & Investment Advisory**
Better reporting, funding readiness, financial visibility, and financial decisions.
- 3 People, Organization & Human Capital**
Clear structures, capable teams, stronger performance, and scalable HR practices.
- 4 Strategy, Transformation, PMO & Operations**
Execution discipline, improved workflows, and measurable transformation results.
- 5 Technology, Data & Digital Transformation**
Digital maturity, system readiness, data-driven reporting, and automation.

Delivery approach

How we work with clients

Our approach keeps services simple, practical, and outcome-driven



Assess

Understand the current state, risks, gaps, and priorities.



Design

Build practical frameworks, roadmaps, policies, processes, and tools.



Implement

Support execution, stakeholder alignment, training, and governance.



Monitor

Track performance, risks, controls, actions, and reporting needs.



Enable

Transfer knowledge and build sustainable internal capability.

The same delivery logic applies across all five services, helping clients move from diagnosis to sustainable improvement

Governance, Risk, Compliance, Internal Audit & Controls

Strengthening oversight, risk discipline,
assurance, and accountability



Our Services

1 GRC, Internal Audit & Controls

We help boards and management see risks clearly, strengthen controls, and improve assurance

Governance

- Governance assessment
- Board and committee charters
- Board effectiveness review
- Delegation of authority
- Code of conduct and policies

Risk & compliance

- ERM framework design
- Risk appetite and KRIs
- Risk registers and heatmaps
- Compliance obligation mapping
- Compliance monitoring plan

Internal Audit & Controls

- Internal audit setup
- Risk-based audit plan
- IA outsourcing / co-sourcing
- Quality assessment and QAIP
- Internal controls and fraud risk review

Finance and Investment Advisory

Improving finance maturity, reporting quality,
funding readiness, and financial decisions



② Finance and Investment Advisory

We help finance teams become more efficient, transparent, and decision-oriented

Finance maturity

- Finance function assessment
- Finance transformation roadmap
- Finance policies and procedures
- Closing and reporting improvement
- CFO advisory support

Planning & performance

- Budgeting and forecasting
- Financial modelling
- Management reporting dashboards
- KPIs and variance analysis
- Cash flow and working capital review

Funding & transactions

- Bank financing package
- Debt raising advisory
- Debt restructuring support
- Investment feasibility studies
- IPO financial readiness support

People, Organization & Human Capital

Building clear structures, capable teams,
and sustainable people practices



3 People, Organization & Human Capital

We help clients organize people, roles, rewards, and HR services around business priorities

Organization

- Organization design
- HR function assessment
- Workforce planning
- Job descriptions
- Competency frameworks

Talent & performance

- HR strategy
- Performance management design
- Talent management
- Succession planning
- Leadership assessment and onboarding

Rewards & HR services

- Total rewards design
- Grading structure
- Executive search
- HR outsourcing support
- Payroll and HRMS support

Government Relations, Workforce Compliance and Business Support Services

(Qiwa, Mudad, GOSI, Muqeem, Saudization, documentation and renewal tracking).

Strategy, Transformation, PMO & Operations

Translating strategy into execution and
improving operational performance



④ Strategy, Transformation, PMO & Operations

We help clients execute priorities, improve workflows, and keep transformation under control

Strategy execution

- Strategic planning facilitation
- Strategy roadmaps
- Initiative prioritization
- KPI and accountability framework
- Transformation governance

Operations

- Workflow assessment
- Operating model design
- Process improvement
- Policy compliance review
- Cost and efficiency improvement

PMO & delivery

- PMO setup
- Program and portfolio oversight
- Project dashboards
- Project recovery
- PMO managed service

Branding Services

- Branding Strategy Development
- Visual Identity design
- Brand guidelines governance
- Marketing and advertisement support
- Brand audit and repositioning

Technology, Data & Digital Transformation

Enabling smarter systems, stronger data,
automation, and digital maturity



5 Technology, Data & Digital Transformation

We help clients choose, implement, and govern technology in a way that supports business outcomes.

Digital strategy

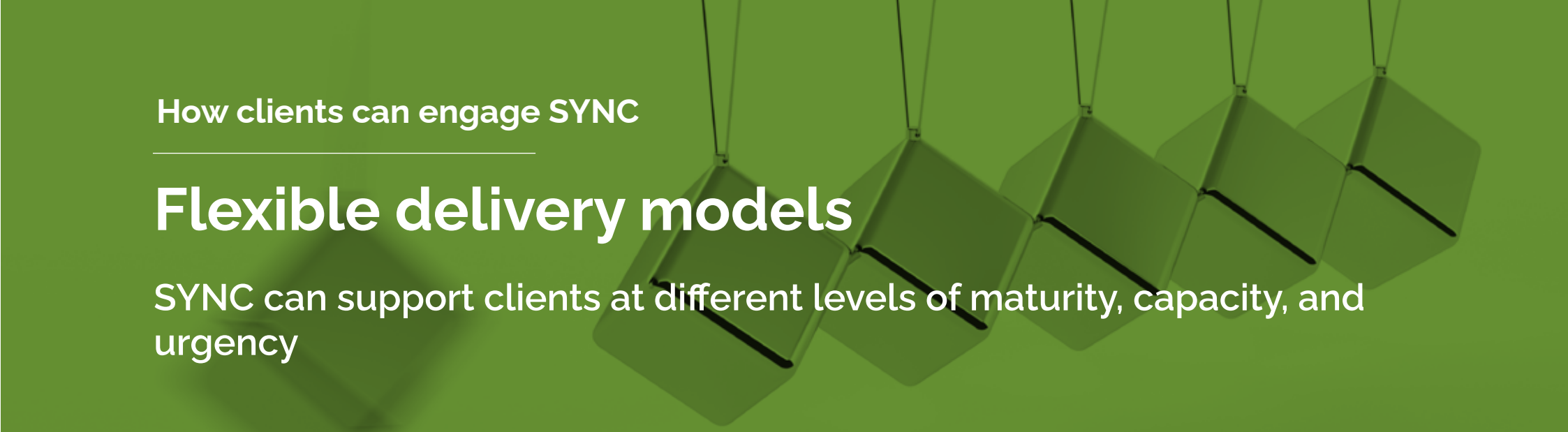
- Digital maturity assessment
- Digital transformation roadmap
- Technology needs assessment
- Automation opportunity review
- AI readiness and use cases

Data & governance

- Data governance
- BI dashboards
- Management reporting tools
- IT governance and policies
- IT risk and controls review

Systems & implementation

- ERP & HRMS selection support
- Coordination and Implementation
- Post-implementation review



How clients can engage SYNC

Flexible delivery models

SYNC can support clients at different levels of maturity, capacity, and urgency

Advisory

Independent advice, assessments, roadmaps, and expert recommendations.

Implementation Support

Hands-on support to apply frameworks, policies, processes, and tools.

Co-sourcing

Working with client teams to provide expertise and capacity where needed.

Outsourcing / Managed Service

Operating selected functions, activities, or PMO routines on behalf of clients.

Our Leaders

Meet the leaders shaping our standards of Excellence.



Who will lead the success

Experts in what we do



Saed Hamdan

Leader of Financial Advisory Services

Saed boasts over 35 years of experience in finance sector, having held senior leadership roles in renowned Saudi companies across various sectors. He has also served on several boards of directors in various companies. He has led 'significant initiatives in companies formation, acquisitions, investment transactions, evaluation restructuring, and financing both within and outside Saudi Arabia



Ahmed Tork

Leader of GRC & Internal Audit Services

seasoned leader with over 20 years of experience in Internal Audit, Risk Management, Corporate Governance, and Internal Controls, gained through Big Four firms and leading organizations across Kuwait, KSA, UAE, and Egypt. Expert in designing and leading Internal Audit, Enterprise Risk Management, and Corporate Governance frameworks within highly regulated, transformation-driven environments, including digital transformation, privatization, and regulatory maturity programs. His career has been shaped by building and strengthening GRC frameworks in complex, highly regulated environments, including organizations undergoing rapid growth, digital transformation, privatization, and regulatory maturity. Known for strategic judgment, execution excellence, and the ability to strengthen assurance, manage enterprise-wide risks, and enable resilient, value-driven organizations.



Mohammed Rifai

Leader of Human Capital, Strategy, PMO, and Operations Services

A highly accomplished executive and advisory leader specializing in business and organizational transformation, with dual Master's degrees from France in Operations Management and Strategic Management and more than 20 years of experience across Europe, Africa, and the GCC. He brings extensive expertise in human capital advisory, strategy execution, PMO leadership, and operational transformation, with a strong track record of strengthening governance, developing human capital capabilities, improving organizational performance, and accelerating sustainable growth.

Combining strategic vision with deep operational expertise, he supports organizations in building robust management foundations, enhancing efficiency, strengthening project delivery, and applying AI-enabled solutions to improve decision-making and business outcomes. His leadership style is practical and results-oriented, ensuring alignment between corporate strategy, human capital priorities, and operational execution.

Our Clients

Trusted by organizations seeking
practical advisory, stronger
governance, and sustainable
transformation



Our Clients



مدارس جلوبال العالمية الحديثة
Modern Global International Schools



الشاهين للصناعات المعدنية
ALSHAHIN METAL INDUSTRIES



شركة أيك للاستثمار
AIK Investment Co.



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