

# GHASSAN NABIL NASSIEF

SAUDI ARABIAN NATIONAL

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## SENIOR EXECUTIVE | TRANSFORMATION STRATEGY

### BUSINESS DEVELOPMENT • GLOBAL CORPORATE BANKING

- Performance driven Banker with over 20 years' experience in a broad range of finance and banking environments in the Kingdom of Saudi Arabia. Strong network of contacts with private businesses and government related entities.
- Orchestrating a transformation & turnaround strategy in Halawani Exchange Co capitalizing on my leadership skills, commercial acumen, utilizing on my network to attract top talent and access to public and private sector to secure deals.
- Delivered AED 3B loan portfolio as Head of Emirates Islamic Bank's recently launched International Corporate Banking team.
- Turned around underperforming corporate banking team at Saudi Hollandi Bank, increasing loan portfolio by 36% to SR 11B and consistently exceeded profitability targets of 25%.

Strategy

Business Development

Corporate Governance

Sales & Marketing

Client Acquisition & Retention

Project Finance

Islamic Banking

Startups

Turnarounds

Partnerships & Alliances

## PROFESSIONAL EXPERIENCE AND ACHIEVEMENTS

SWICORP | RIYADH, SAUDI ARABIA

2020–PRESENT

DIRECTOR – BUSINESS DEVELOPMENT

Joined Swicorp to increase our clientele base and improve & maintain our existing ones.

HALAWANI EXCHANGE COMPANY | JEDDAH, SAUDI ARABIA

2017–2020

CHIEF EXECUTIVE OFFICER

Orchestrating a transformation & turnaround strategy in Halawani Exchange and currently introducing best practice on all aspects of the business; HR, Operations, AML, Compliance, IT & Business Development, and imposing new Corporate Governance measures. In addition, negotiating to merge with local money exchange houses coupled with a possible JV with a global player as well (subject to SAMA approvals) in order to create the largest exchange company in KSA.

EMIRATES ISLAMIC BANK | DUBAI, U.A.E.

2015–2016

HEAD OF INTERNATIONAL CORPORATE BANKING

Recruited to establish International Corporates division covering entire GCC with primary focus on Saudi Arabia. Collaborate with Treasury, Trade Finance, Credit, Compliance, and Risk Management.

- **Built AED 3B pipeline and on-track to meet loan portfolio target of AED 5B within 3 years.**
- Secured club deal of AED 1.3B for Saudi-based contractor working with ARAMCO, AED 200M in financing for Saudi conglomerate, and AED 180M for major dairy producer in eastern province of Saudi Arabia.
- Obtaining approval for healthcare initiative in U.A.E., to provide AED 500M in financing directly to hospital owner.

GHASSAN & TAREK NASSIEF COMPANY | JEDDAH, SAUDI ARABIA

2011–2017

SENIOR ADVISOR / BOARD MEMBER

2014–2017

CHIEF EXECUTIVE OFFICER

2011–2014

Founded construction materials trading company, establishing strategic direction, spearheading all business development efforts, and forging prominent industry partnerships and alliances.

- **Grew revenues from zero to SR 6.5M within 3 years and attained profitability within 24 months.**

- **Planned and executed strategic sale of 50% stake of company to El-Khereiji Group in March 2014**, projected to drive business expansion and provide significantly increased capital base.

**SAUDI HOLLANDI BANK | JEDDAH, SAUDI ARABIA**

**2011–2013**

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**REGIONAL MANAGER – CORPORATE BANKING, WESTERN REGION**

Turned around underperforming organization suffering from lack of leadership and flagging employee morale.

- Acquired 30+ new client relationships, expanded wallet share with existing customers, and captured market share across manufacturing, construction, auto-leasing, aquaculture industries and advised on few IPO deals.
- **Grew loan portfolio 36% from SR 8.1B to SR 11B within just 15 months.**
- More than doubled management fee income related to term loans.
- **Exceeded profitability targets by an average of 25%.**
- Implemented performance-based compensation and boosted employee engagement / retention.

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**NATIONAL COMMERCIAL BANK (NCB) | JEDDAH, SAUDI ARABIA**

**2010–2011**

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**REGIONAL MANAGER – CORPORATE BANKING**

Established new Corporate Banking team within Institutional Banking Group, focusing on clients with SR 1B+ in annual revenues. Mandated with growing loan portfolio and forging new customer base.

- **Developed SR 5B pipeline** with 6 new relationships across manufacturing, construction, auto-leasing, and aquaculture industries.

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**BANK ALBILAD | JEDDAH, SAUDI ARABIA**

**2008–2010**

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**MANAGER – CORPORATE BANKING, WESTERN REGION**

Managed SR 6.5B loan portfolio and 65+ borrowing relationships.

- Implemented strategic shift, emphasizing large corporates v. mid-sized firms.
- **Acquired 15 new customers for large corporates team, growing loan portfolio 30% from SR 5B to SR 6.5B.**
- Developed relationship with major construction client, becoming go-to lender for critical financing needs.

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**SABB | JEDDAH, SAUDI ARABIA**

**2005–2008**

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**TEAM LEADER – CORPORATE BANKING, WESTERN REGION**

**2007–2008**

Oversaw 30+ borrowing relationships with total exposure of SR 5.5B. Led 5-person relationship management team.

- **Exceeded all targets for overall revenues, loan growth, fee income, and profitability.**

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**SR. RELATIONSHIP MANAGER – CORPORATE BANKING, WESTERN REGION**

**2005–2006**

Managed SR 1.9B loan portfolio and launched highly successful cross-selling initiatives.

- Captured 6 new client relationships, including construction, general industrials, and trading companies.
- Increased customer wallet share and loyalty by **winning cross-selling mandates for retail banking, payroll, point of sale, cash management, internet banking, private banking, investment banking, and asset management services.**

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**BANQUE SAUDI FRANSI | JEDDAH, SAUDI ARABIA**

**1999–2005**

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**RELATIONSHIP MANAGER – CORPORATE BANKING, WESTERN REGION**

Managed SR 1.2B diversified loan portfolio across steel production, building materials, contracting, electro-mechanical, automotive, and home appliances industries.

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**EDUCATION**

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**BACHELOR OF ELECTRICAL ENGINEERING | King Fahd University of Petroleum and Minerals**