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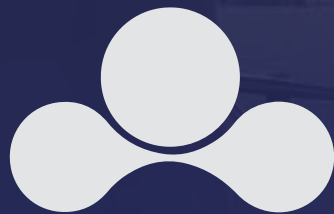
Our Team



Our Contribution to
Success Journeys



**WE DON'T JUST PROVIDE BUSINESS SERVICES
WE DRIVE REAL TRANSFORMATION**





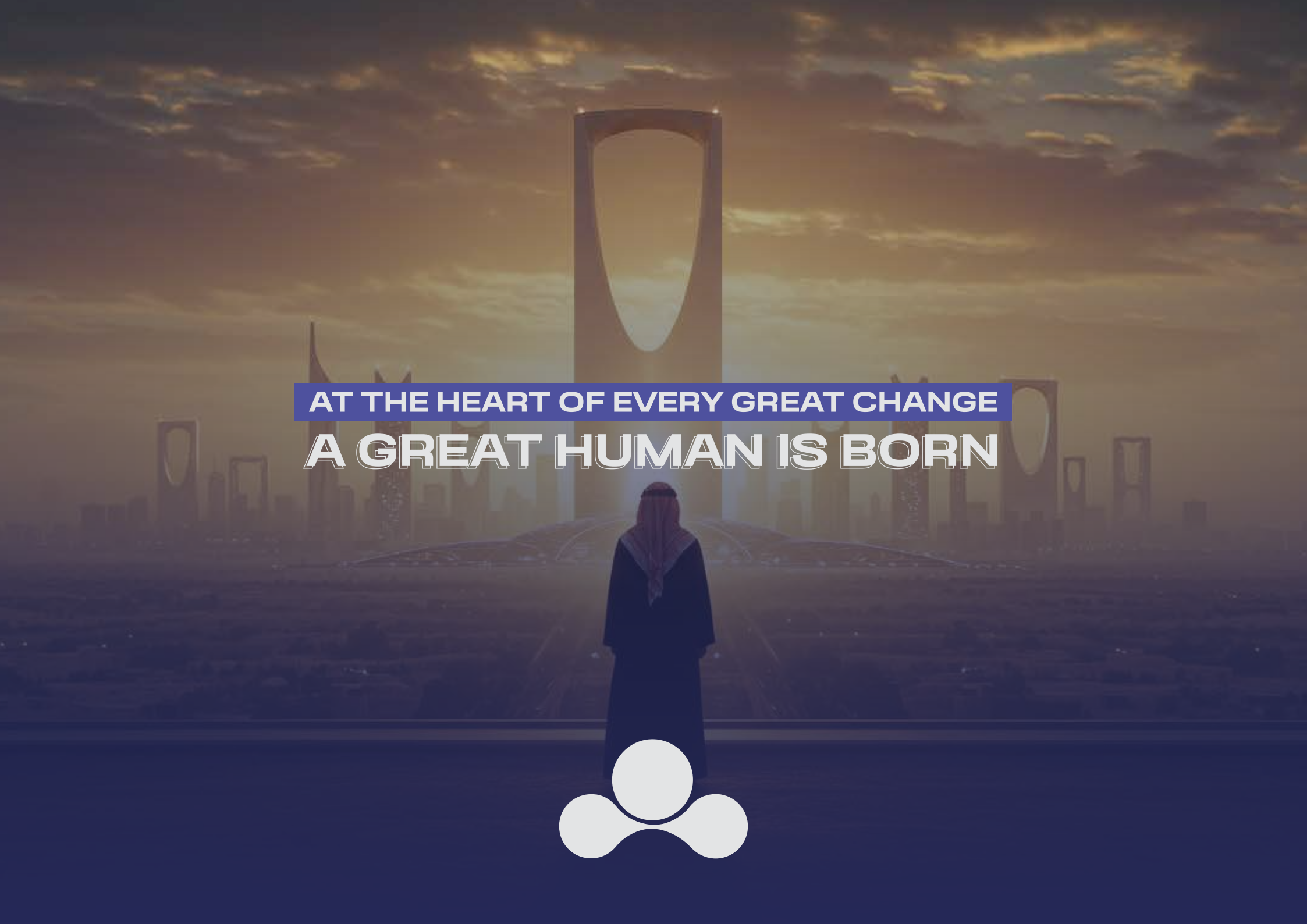
Our Success Stories

Over the course of twelve years of leadership in the field of business services, we have successfully driven real transformation in more than 250 entities across both the public and private sectors.

ATHEER CLOUDS

Since 2013, ATHEER CLOUDS has been a pioneering provider of business services and integrated solutions for organizational management and development. The company combines extensive accumulated experience with practices rooted in the highest international standards. It is led by a seasoned team that includes a select group of professionals with both local and international expertise.





**AT THE HEART OF EVERY GREAT CHANGE
A GREAT HUMAN IS BORN**





Our Vision

At Ather Clouds, we aspire to be the most influential company in the business services sector — a strategic partner to our clients and a nurturing environment that attracts and empowers talented, qualified professionals.

We believe that true sustainability stems from purposeful work. That is why we are dedicated to creating tangible impact in the business community by leveraging cutting-edge technologies, fostering trust-based relationships, and delivering sustainable results.

Furthermore, we strive to lead the journey of institutional transformation across the Arab world and Africa by providing high-impact business services and consulting solutions that enable organizations to achieve excellence and long-term institutional sustainability.





ALL ALONG THE WAY

WE DELIVER WHAT MATTERS MOST





Our Message

At Atheer Clouds, we stand fully prepared to support you in your reinvention journeys, offering strategies and advisory solutions that enable you to achieve top-priority outcomes — with high quality and sustained excellence in performance.

We walk alongside you to realize your goals and reap the rewards of positive actions that leave a lasting impact.

What Matters to Us

“We chart the fastest path to creating sustainable value.”

We contribute to enabling organizations to reach institutional excellence through business services and consulting solutions grounded in global best practices, supported by deep local expertise and practical solutions tailored to growth and transformation ambitions.

We are committed to building strategic partnerships with governments and institutions to enhance performance efficiency, improve the quality of public services, and develop human capital — all through carefully designed tools and practical methodologies.



**OUR VALUES ARE THE HEARTBEAT OF OUR WORK
AND THE FOUNDATION OF OUR EXCELLENCE**





Our Values



At Atheer Clouds, we believe that diversity, equity, and inclusion are not only ethical principles — they are also strategic drivers that lead to better decision-making, stimulate innovation, and enhance institutional agility in the face of both expected and unforeseen changes.

We are committed to fostering an organizational culture that embraces diverse perspectives and ensures fair opportunities for all. This approach unlocks the hidden potential within teams, reduces blind spots, deepens critical thinking, and aligns with the fast-evolving demands of global markets — including environmental and climate challenges.

“We commit to what others do not.”

- | | | | | | |
|----|---|---|---|--|----|
| 1 | Adherence to the highest standards of professional quality | ✂ | ⚙ | Delivering consulting services rooted in integrity and ethics | 2 |
| 3 | Safeguarding client interests and strengthening mutual trust | 🔗 | 🤝 | Offering independent and transparent advisory perspectives | 4 |
| 5 | Managing resources efficiently and cost-effectively | 📈 | 🏠 | Providing an outstanding client experience based on high service standards | 6 |
| 7 | Respecting the culture and uniqueness of every country we operate in | 🛡 | 🌳 | Preserving the environment in which we work | 8 |
| 9 | Supporting innovation and sustainable practices | ⚙ | ⚙ | Promoting professionalism and transparency in all our engagements | 10 |
| 11 | Delivering integrated solutions that are locally tailored and based on real needs | 👤 | 🔗 | Achieving tangible and measurable impact | 12 |





**OUR SERVICES TRANSLATE YOUR VISION
INTO TANGIBLE AND SUSTAINABLE REALITY**





Our Services

We don't just offer deep, hands-on expertise — we bring a holistic perspective that transcends departmental boundaries and institutional silos. We capture real value by enhancing the integration of all components, rather than optimizing each part in isolation. What we provide is far from traditional services; we empower governments to build a future that is more efficient, innovative, and sustainable.

With our extensive experience, we help transform institutional challenges into real and lasting opportunities for growth.

“The journey toward achieving 360° value begins with choosing our unique services — delivered by professional consultants who apply a thought-provoking methodology, fueled by in-depth research and shared success stories with our clients.”





Main Area Services



Strategic Planning & Institutional Transformation

Corporate Strategy, Public Policies, and Strategic Planning- Mergers and Acquisitions Strategies- Family Business and Wealth Management Strategies- Growth and Expansion Strategies- Digital Transformation Strategy- Operational Strategy- Restructuring and Institutional Development- Change and Transformation Management- Foresight and Future Design (Scenario Planning, Trend Analysis, Future Foresight Strategy)



Governance, Transparency & Risk Management

Good Governance for Corporations and Government Entities- Governance Framework and HR Policies Design- Supply Chain Governance and Stakeholder Relations- Financial Governance and Internal Controls- E-Governance for Public Service Delivery- Regulatory and Legal Compliance- Transparency and Disclosure- Enterprise, Operational, Regulatory, and Cybersecurity Risk Management- Business Continuity Plans- Risk Monitoring and Documentation System



Digital Transformation & Data Management

Systems and Procedures Development and Process Automation- User Experience and Digital Decision Management- Business Intelligence Systems and Data Strategy- Data Quality Assessment, Analysis, and Processing- Data Modeling





Innovation & Organizational Development

Innovation Management and Integrated Innovation System (According to GInI & ISO 56002 Standards)- Design and Qualification of Innovation Labs and Business Incubators- Institutional and Individual Innovation Maturity Assessment- Readiness Enhancement for Innovation Awards Participation- Development of Accredited Training Programs in Innovation- Innovation Implementation Planning- Foresight and Enabling Organizational Resilience



Institutional Excellence & Performance Quality

Self-Assessment for Institutional Excellence and Execution Plan Design- Competency Enhancement and Institutional Excellence Performance Management System- Development and Structuring of Internal Excellence Awards- Readiness Enhancement for Local and International Excellence Awards Participation- Performance Management System Design- Institutional Performance Measurement and Improvement



Human Resources Management & Organizational Development

Human Resources Strategy and Policies & Procedures Manual- Organizational Structure Building, Job Analysis, and Authority Responsibility Matrix- Performance Evaluation and Management Systems- Organizational Culture Change and Succession Planning- Flexible and Remote Work Strategies- Employee Relations, Recruitment, and Talent Acquisition Management- Organizing HR Events





Marketing & Public Relations

Marketing and Branding Consulting, and Business Development- Digital Marketing, Marketing Campaigns, Influencer and Affiliate Marketing- Geolocation Marketing and Local Market Adaptation- Personal and Corporate Brand Design and Building- Brand Reputation Management- Public Relations and Community Engagement- Website and Application Development



Events, Conferences & Logistics Support

Planning and Organizing Events, Exhibitions, Conferences, and Seminars- Event Promotion, Marketing, and Crowd Management- Logistics, Technical Support, and Financial Management of Events- Management of Scientific Committees, Meetings, and VIP Affairs- Post-Event Evaluation and Analysis



Research, Studies & Opinion Polling

Analytical and Applied Studies and Future Foresight- Economic Feasibility Studies and Company Valuation- Market Research and Service Evaluation Studies- Stakeholder Opinion Surveys (Employees, Clients, Partners, Community)- Suggestions, Feedback, and Complaints Management System- Economic and Social Impact Analysis





Sustainability & Corporate Social Responsibility

Sustainability Performance Auditing and Evaluation- Circular Economy Systems Development- Global Reporting Initiative (GRI) Reporting- Corporate Social Responsibility (CSR)- Sustainable Supply Chain Management- Environmental, Social, and Governance (ESG) Governance



Financial & Investment Services

Financial and Investment Advisory Services- Financing Solutions and Capital Structuring- Asset and Property Management- Private Financial Advisory- Integration Strategies with Financial Technologies (FinTech)



Business Incubators & Accelerators Services

Provision of Resources and Spaces for Incubators- Mentorship, Development, Assessment, and Qualification of Innovative Projects- Network and Funding Support for Startups- Design and Implementation of Accelerator Programs and Ongoing Support- Accreditation and Certification of Incubators and Accelerators





WE DO NOT WORK IN ISOLATION

RATHER, WE SHARE THE VISION AND CREATE IMPACT





Geographic Distribution of Our Strategic Partners

Our presence spans multiple borders through strategic alliances, effective contributions, and both direct and indirect participation in joint projects with international consulting partners who possess deep expertise and a proven track record across governmental and private sectors.

This international integration enhances our ability to deliver comprehensive solutions and enables us to transfer best global practices with smart local adaptation that meets clients' needs across various fields.







AT THE CORE OF EVERY HUMAN MIND

LIES A DEEP DESIRE TO TRANSCEND THE ORDINARY

WE DO NOT MERELY FULFILL THAT DESIRE WE IGNITE IT

AND WHEN YOU REALIZE THAT WAITING IS NO LONGER AN OPTION

YOU'VE ALREADY CHOSEN US





Outstanding Projects

Kingdom of Saudi Arabia



Restructuring of a Government Ministry – Executive Contribution within a Consulting Alliance Led by the Main Partner.

Conducted a comprehensive organizational analysis of 9 key departments

Re-defined and described 230 public sector job roles

Designed an integrated Operating Model

Increased employee satisfaction from 63% to 89% within one year





Kuwait



Labor Sector Development Strategy – Specialized Indirect Participation within a Strategic Partnership

- Developed a roadmap for government labor systems
- Aligned objectives with Vision 2035 agenda
- Trained 71 government employees



Senegal



Governance and Transparency Program – Technical Contribution with the Executive Partner

- Developed a national governance framework
- Prepared the charter for the Audit and Compliance Committee
- Trained 120 officials across 5 provinces





Morocco



Indirect Contribution to Enhancing Citizen Experience in Government Services –
User Journey Mapping & CRM System Development

- Studied user behavior and expectations
- Built a Customer Relationship Management (CRM) system
- Improved digital engagement by 70%



Egypt



Development of Institutional Performance System for a National Authority –
Indirect Contribution as Part of a Regional Project

- Designed a balanced scorecard for 12 departments
- Established productivity indicators linked to incentive programs
- Improved service quality by 41%





Namibia



Leadership Empowerment at the Ministry of Civil Service – Indirect Contribution through Specialized Implementation Units

- Conducted competency gap analysis
- Trained 80 government officials
- Established a permanent leadership assessment center

Colombia



Digital Transformation of a Government Service Center – Indirect Participation in Design and Implementation of Digital Operating Systems

- Automated 37 government services
- Built a customer experience management system
- Reduced service delivery time by 55%





Dominican Republic

National Risk Management Strategy – Indirect participation in the design and gradual implementation of the overall framework

- Developed an integrated Enterprise Risk Management (ERM) framework for the public sector
- Formulated Business Continuity Policies for three ministries



Panama

Contribution within a partner alliance to design the governance framework for the non-profit sector – Development of manuals and operational regulations

- Drafted financial and administrative governance regulations
- Established internal control units
- Adopted compliance and regulatory policies





A person wearing a traditional Middle Eastern headdress and robe stands in a desert at night, looking up at a large, glowing clock face in the sky. The clock is illuminated by a bright light source, possibly the moon or a distant star, and its hands are visible. The sky is dark with some clouds, and the city lights of a distant city are visible on the horizon. The overall mood is contemplative and dramatic.

**WITH EVERY MOMENT A DECISION IS DELAYED
CONSEQUENCES ARE SHAPED SOME IRREVERSIBLE
THE CHALLENGE IS NOT MERELY IN DECIDING
BUT IN DECIDING AT THE MOMENT THAT MAKES THE DIFFERENCE**





Impact Through Works

... Public Sector Engagement

We do not settle for polished reports or superficial recommendations that offer temporary satisfaction. Instead, we reengineer reality and deliver measurable impact—where vision meets methodology, and challenges transform into actionable opportunities.

In our work with the public sector, we don't view institutions as they are—but as they could be. We craft solutions rooted deeply in operational realities, bearing fruits that lead to tangible improvements in performance, efficiency, and service delivery.

Every project we deliver is a step toward a more integrated, agile, and responsive government system—one that is better equipped to meet the aspirations of both the present and the future.





Country	Entity	Project	Impact
Saudi Arabia 	Ministry of Human Resource	Contribution to the development of the Procedures and Quality Manual Strategy	8 strategic objectives achieved, 4 executive departments covered, full digital automation implemented
Nigeria 	Government Agency	Contribution to the enhancement of the Performance Scorecard	36% increase in employee satisfaction, 58% reduction in administrative reviews
Dominican Republic 	Civil Service	Contribution to Senior Leadership Development Program	55 leaders trained, establishment of a fully integrated digital leadership and simulation center

... Banking Sector Engagement

“Money waits for no one. A wrong decision costs trust. Hesitation costs time — and neither is recoverable. There is only one right moment — we take you there before it’s missed.”

Redefining banking is no longer optional; it’s a necessity imposed by rapid shifts in customer behavior, technological evolution, and regulatory demands.

In this landscape, real impact stems from building intelligent operating structures that enhance efficiency and enable scalable growth without complexity. Transformation is not just about tools — it’s about evolving business models, growth strategies, and decision-making frameworks.

Through precise solutions and insights rooted in deep sector knowledge, we empower banks to deliver more agile, effective, and customer-centric experiences.

Every advisory engagement becomes a deliberate step toward a more mature, competitive, and future-ready banking environment — one that thrives in a world that doesn’t tolerate stagnation.





Country	Entity	Project	Impact
Bahrain 	Ithmaar Bank	Contribution to designing and implementing the digital operational transformation plan	Improved operational efficiency by 42%, automated 6 core processes, developed a flexible governance model
Belgium 	Belfius Bank	Contribution to redesigning the customer journey and upgrading the digital infrastructure	Enhanced customer experience by 33%, reduced request processing time by 48%, developed 3 digital platforms

... Private Sector

“In the market, it is not the strongest who survive—but those quickest to make the right decision. Opportunities rarely smile twice, and competition does not wait for hesitation. Be the first, or follow those who were.”

In a highly competitive environment marked by rapid change, success is no longer measured by operational stability alone, but by an organization's ability to adapt, innovate, and achieve sustainable growth.

True impact is achieved when solutions move beyond recommendations and into executable practices that transform both mindset and operations.

Through strategic partnerships with private sector organizations, we contribute to developing more efficient business models, redesigning processes to be more agile and responsive to market demands, and enhancing institutional readiness to confront growth challenges.

Every project we deliver is a chance to recalibrate the path—toward higher value, stronger performance, and competitive excellence that withstands market volatility.





Country	Entity	Project	Impact
Kingdom of Saudi Arabia 	Nadec	Contributed to redesigning the administrative structure and governance	38% improvement in operational efficiency; development of an integrated business model
	Lucidya	Contributed to developing a market intelligence platform	41% enhancement in customer experience; smart data dashboard built
	Middle East Tasks	Contributed to optimizing supply chain efficiency	52% reduction in processing time; improved operating procedures model
United Arab Emirates 	LocAI	Contributed to growth and digital transformation strategy	2.3x faster market access; digital marketing automation
	Opontia	Contributed to post-merger restructuring	29% increase in market value; unified operating structure post -acquisition
	Arfaa	Contributed to corporate expansion model design	3 new business lines launched; performance evaluation framework developed





Country	Entity	Project	Impact
Egypt 	Al-Hawari Group	Contributed to digital transformation and market expansion	Doubled digital revenue; ecommerce platform built
	Chocoline	Contributed to developing e-sales model	47% reduction in operating costs; digital purchasing experience enhanced
Bahrain 	Tarabut Gateway	Contributed to institutional and analytical structure setup	36% improvement in organizational efficiency; unified data system built
	Array Innovation	Contributed to innovation transformation roadmap	Innovation governance system built; clean energy project platform launched
Qatar 	ViaVii	Contributed to user journey design	53% increase in user retention; digital travel experience enhanced





Country	Entity	Project	Impact
Turkey	Getir	Contributed to improving delivery ecosystem	34% reduction in delivery time; logistics operations enhanced
	Insider	Contributed to digital user experience improvement	62% boost in campaign effectiveness; AI-powered recommendation engine
Indonesia	Swap Energi	Contributed to clean energy management platform	Energy distribution optimized; EV station management automated
	Ajaib	Contributed to user experience and asset management	Digital investing facilitated; 45% increase in user engagement
Malaysia	Carsome	Contributed to digital growth and expansion model	39% increase in sales speed; digital vehicle sales portal launched
	StoreHub	Contributed to SaaS financial platform development	Billing cycle enhanced; real-time analytics tools built





Country	Entity	Project	Impact
Spain	Glovo	Contributed to delivery system enhancement	40% delivery time reduction; transport network efficiency improved
	TravelPerk	Contributed to SaaS travel platform development	28% corporate travel cost reduction; improved travel management
South Africa	Omnisient	Contributed to behavioral analytics engine	55% increase in financial forecast accuracy; automated data analytics
	Tunl	Contributed to smart freight network development	42% improvement in logistics distribution; transport capacity optimized
Morocco	Chari	Contributed to commerce digital transformation	B2B sales portal developed; digital trade expanded
	Tingis Web	Contributed to cloud service solutions	Government services platform developed; consumer access accelerated





Country	Entity	Project	Impact
Colombia	SiembraCo	Contributed to project management system	Resource management improved; operational waste reduced
	Gopass / EatCloud / Loggro	Contributed to expanding financial services network	Smart payments platform launched; digital security enhanced
Chile	Fapro SpA / LiliApp / Lomi	Contributed to small business app development	Innovative cloud app launched; direct sales experience enhanced
Bahamas	Partanna	Contributed to sustainability governance model	Operational emissions reduced; environmental KPIs created
	Island Pay / Cloud Carib	Contributed to building flexible digital payment system	Financial inclusion expanded; secure payment services developed





... Our Overall Impact in Numbers

“Every project began with a question. Every answer turned into a decision. And every decision left a number that doesn’t lie: reduced waste, improved performance, and measurable change — before it’s even noticed.”

Behind every number lies a story — a decisive moment and an executable vision. Numbers were never the goal; they are the most honest witness to what has actually been achieved: efficiency that soared, waste that dropped, and growth that became repeatable.

These aren’t just metrics... they are the fingerprints of transformation that begins from within and is measured on the ground.

In every project, numbers start out silent — but they shift when we rethink, rise when we restructure, and stand as proof when solutions turn into results.

We don’t celebrate the analysis — we celebrate what changed because of it.

Growth rates, transformation ratios, and performance gains — they are the true story of what happened.





Our Philosophy

We always start with the human — with their interaction, behavior, and experience in a world where relationships between people, technology, and business evolve at an unprecedented pace.

In this world, the questions no longer revolve solely around what we deliver, but how people feel about what we deliver.

Every brand, every operational process, every strategic decision... is fundamentally a reflection of deeper factors: perception, trust, and alignment with context.

When people's interactions change, institutions change with them.

That is why we do not start with the solution, but with understanding the context, unpacking the challenges, and rebuilding the relationship between people and their environment — so decisions become clearer and change more impactful.

From here... our philosophy takes flight.

The following impact points are not just achievements; they are a precise reflection of this philosophy in practical reality.





MANAGING CHANGE WITH STEADY STEPS TOWARDS SMART GOVERNMENTS





Transformative Principle



Impact Points – Reflecting a Measurable Execution Philosophy

1

Transforming Policies into Impactful Actions

120+ government projects executed across 5 key sectors, achieving a 42% increase in citizen satisfaction and a 60% improvement in service delivery speed.

2

Putting the Citizen Journey at the Core

Reengineered 35 government processes, reducing waiting times and administrative complexity by 55%, enhancing the experience of over 1.2 million beneficiaries.

3

Operational Efficiency with Financial Sustainability

Reduced operational costs by 30% within 18 months by automating 950 administrative processes across government entities.

4

Driving Leadership and Accountability

Applied the "Shared Responsibility Model" with 15 government agencies, increasing execution commitment by 88% and achieving project goals efficiently.

5

Integrating Social Care into Every Project

Incorporated community initiatives into 25 government projects, supporting 80,000 beneficiaries through diverse developmental programs.

6

Digital Transformation with a Human Touch

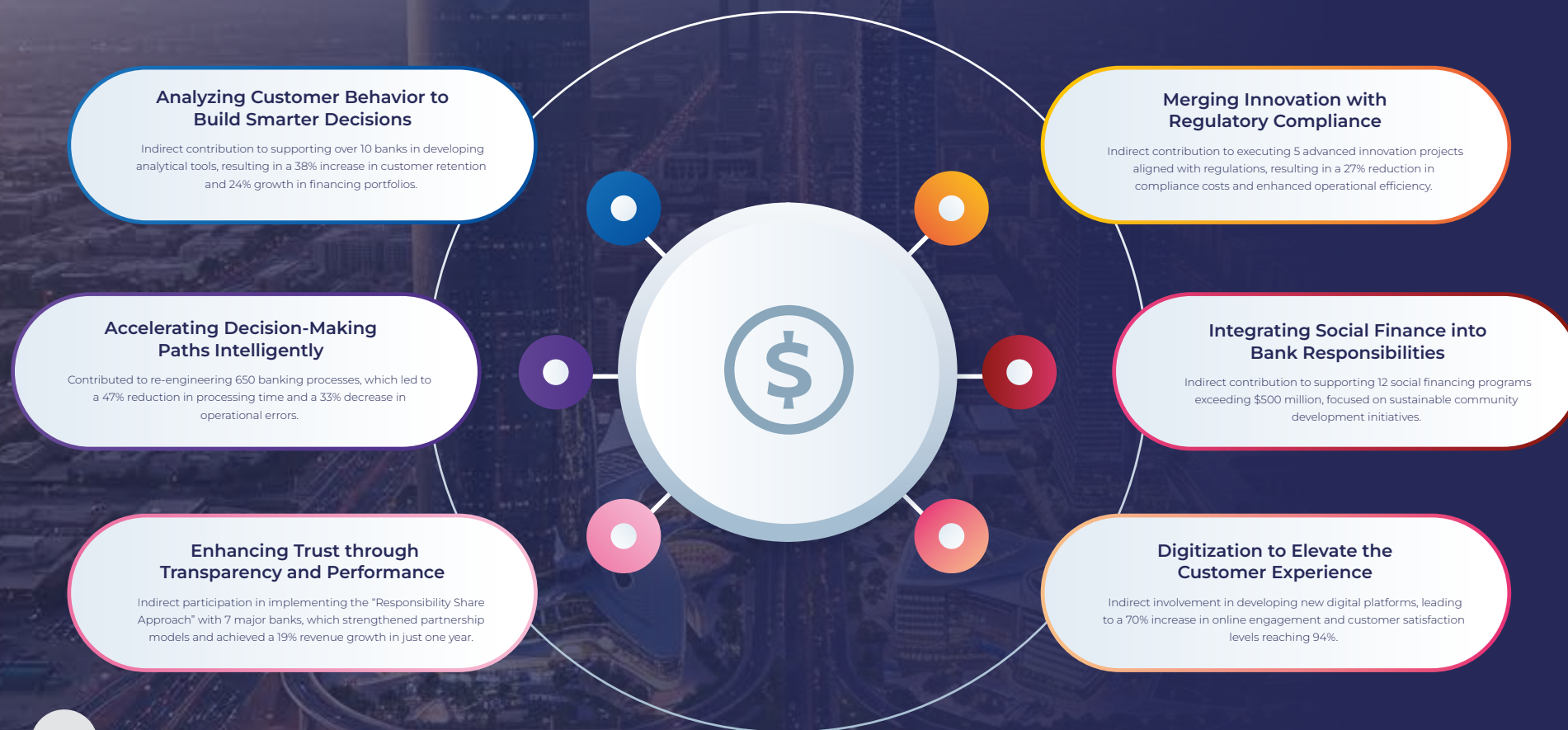
Implemented digital solutions serving over 2.5 million users, maintaining human interaction based on deep understanding of beneficiary behavior.





Transformational Principles in the Banking Sector

We empower banking decisions... with a smart vision for the future.





Transformational Principles in the Private Sector

“We empower business leaders to make decisive choices — grounded in deep market insight, driven by agility, and guided by a clear path to sustainable growth.”

In a rapidly shifting and inherently volatile market, having a good product or a well-designed service is no longer sufficient. What matters now is the ability to redefine the entire model — whenever the market demands it.

We don't offer off-the-shelf solutions. Instead, we collaborate with leadership to shape executable visions, redesign operations, and activate business models that are more agile, more efficient, and more capable of delivering lasting competitive advantage.

Every principle applied by today's leading organizations is not just a response to current needs — it is a strategic step toward a more resilient and better-prepared tomorrow, through:



We help build organizations that see beyond the challenge and act with speed — before circumstances dictate the need.





AT THE HEART OF HUMAN TRANSFORMATION
LEADERSHIP IS REDEFINED





Transformational Principles in the Social Services Sector

We don't view social services as support programs — we see them as dynamic systems for building stronger societies, more conscious institutions, and reforms that redefine what justice truly means.

In a world where economic crises collide with social disparities, and the lines between public and private are increasingly blurred, social ecosystems don't need more of the same — they need partners who are willing to rethink everything.

We don't simply offer consulting — we reset the compass.

We work alongside government entities, ministries of social affairs, and nonprofit organizations not merely to increase efficiency or improve outcomes, but to elevate social support into a strategic investment — one that fuels national stability and empowers human growth.

In our experience, solutions don't begin in boardrooms — they begin at the precise moment a service touches a human life: In the first feeling of exclusion, In the first process that strips away dignity and In the first opportunity lost... silently.





Reimagining Social Care at the Core of Our Services

Indirectly supported the design and implementation of 70 sustainable social programs, reaching over 500,000 individuals from diverse demographics — with targeted emphasis on the most vulnerable populations.



Authentic Partnership with Communities

Facilitated indirect collaboration with 45 nonprofit organizations and local partners, resulting in an 85% increase in beneficiary reach over three years through inclusive and participatory models.



Empowerment Is Not Optional — It's the Objective

Contributed indirectly to training and upskilling programs for more than 12,000 participants, leading to a 40% improvement in workforce readiness and employment opportunities.



Outcome-Linked Impact as a Developmental Partnership

In strategic collaboration with key partners, aligned advisory outcomes with program success — achieving 95% of agreed-upon social development goals within the implementation period.



Technology in Service of Humanity

Indirectly implemented digital solutions that engaged over 350,000 beneficiaries, significantly enhancing service quality and reducing response times by 50%.



Sustained Impact through Local Institutional Enablement

Empowered 20 community-based organizations by transferring operational methodologies and development tools — enabling long-term growth without continuous external support.

“Through these figures, we draw a comprehensive map of success — where vision transforms into reality, and results become the undisputed benchmark and undeniable proof of our lasting impact.”



An aerial photograph of the Shanghai Financial Center and other skyscrapers in a desert landscape at sunset. The image is overlaid with a dark blue gradient. The text "TOGETHER, WE BUILD A FUTURE OF EXCELLENCE AND INNOVATION" is centered in the middle of the image.

**TOGETHER, WE BUILD A FUTURE OF
EXCELLENCE AND INNOVATION**





Our Team



We help our clients reimagine their organizations and build empowered workforces by enabling leadership, fostering work cultures that accelerate transformation, and delivering exceptional employee experiences and fully integrated HR services.

Our approach centers on sustainability, inclusion, diversity, and equity (ID&E), while also strengthening purpose, board effectiveness, and CEO impact — all to drive a workforce agenda rooted in creativity, resilience, and long-term value creation.

We unlock people's potential — diving deep to uncover their creativity and hidden talents, and helping them realize both their professional and personal aspirations. To do so, we must embrace new ways of working that reflect the evolving world around us — internally and externally — allowing us to respond swiftly, precisely, and expertly to unforeseen challenges and opportunities, transforming them into real, measurable value.

“A fusion of global expertise and deep, localized understanding.”

Our consultants empower organizations to mobilize for transformation, navigate uncertainty with confidence, and build the agility needed to achieve sustainable, profitable growth — a feat accomplished by only 1 in every 11 companies.

Minds that lead. Hearts that inspire. The team beside you in every transformation.

Our team comprises a distinguished group of 71 senior consultants with broad, interdisciplinary expertise spanning government administration, economics, human resources, information technology, performance management, strategy, innovation, finance and accounting, operations, law and regulation, digital transformation, business development, risk management, marketing, corporate communications, sustainability, and social services. Each consultant holds internationally recognized certifications and is equipped to deliver innovative, holistic solutions tailored to the highest standards of quality and excellence — across public, private, and non-profit sectors.

Core Areas of Expertise & Professional Certifications

Our team brings together globally recognized credentials across a wide range of disciplines, ensuring the highest standards of advisory excellence:





Government Administration & Strategy

EFQM Certified Assessors
Excellence Model Assessment Experts

Harvard Executive Education Alumni
Graduates of Elite Executive Programs

Certified Government Executive (CGE)
Credentialed in Public Sector Leadership

Project Management

Project Management Professional (PMP)
PMI Certified

PRINCE2 Practitioner
Structured Project Governance Specialist

Human Resources

SHRM-SCP
Senior Certified Professional by the Society
for Human Resource Management

SPHR
Senior Professional in Human Resources,
HRCI Certified

Information Technology & Digital Transformation

CISA
Certified Information Systems Auditor

CISM
Certified Information Security Manager

ITIL Foundation
IT Service Management Best Practices

Performance & Operations Management

Lean Six Sigma
Black Belt / Green Belt Certifications

ISO Lead Auditor
ISO 27001, 14001, 9001 Certified

Finance & Accounting

CPA
Certified Public Accountant

CFA
Chartered Financial Analyst

Legal & Regulatory Affairs

CCEP
Certified Compliance & Ethics Professional

CGP
Corporate Governance Professional

Marketing & Corporate Communications

CMP
Certified Marketing Professional

Digital Marketing Certifications
Google, HubSpot, and other
leading platforms

Social Services & Nonprofit Sector

C-SWCM
Certified Social Work Case Manager

CNP
Certified Nonprofit Professional

Sustainability & ESG

GRI Certified Sustainability Professional
Global Reporting Initiative Aligned

LEED AP
Leadership in Energy and Environmental
Design Accredited Professional.

We are your partners in turning challenges into opportunities and ideas into tangible achievements, investing in the most crucial elements: people, technology, and sustainability.





Sustainability, Diversity & Inclusion, Governance, and Purpose-Driven Leadership.

With our deep expertise, we empower leaders to inspire their teams, navigate confidently through uncertainty, and innovate ways of working that transform challenges into opportunities and potential into tangible achievements.

We assist our partners in designing exceptional employee experiences, modernizing HR services, and aligning strategy with operational reality — all grounded in unwavering values that drive change... and empower people.

Because the human element is the beginning, the end, and the engine of every transformation... we bet on people to build with you a future that is more efficient and more humane.

We enable individuals to discover their capabilities and connect personal aspirations with organizational goals, creating a flexible, inclusive, and stimulating work environment that fosters growth and innovation.

An Added Value Rooted in Global Expertise...

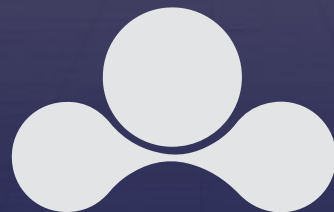
We don't deliver ready-made solutions; we share your challenges. We co-design your change journey tailored to your reality and ambitions, because we believe the strongest investment is in people.



WHEN THEY ARE IN THE RIGHT PLACE

WITH THE RIGHT CULTURE

AT THE RIGHT TIME







Our Certifications



(27001, 14001, 9001)



TRANSFORM SMARTLY
LEAD CLEARLY
EMPOWER SEAMLESSLY





Methodology AtheerClouds360™



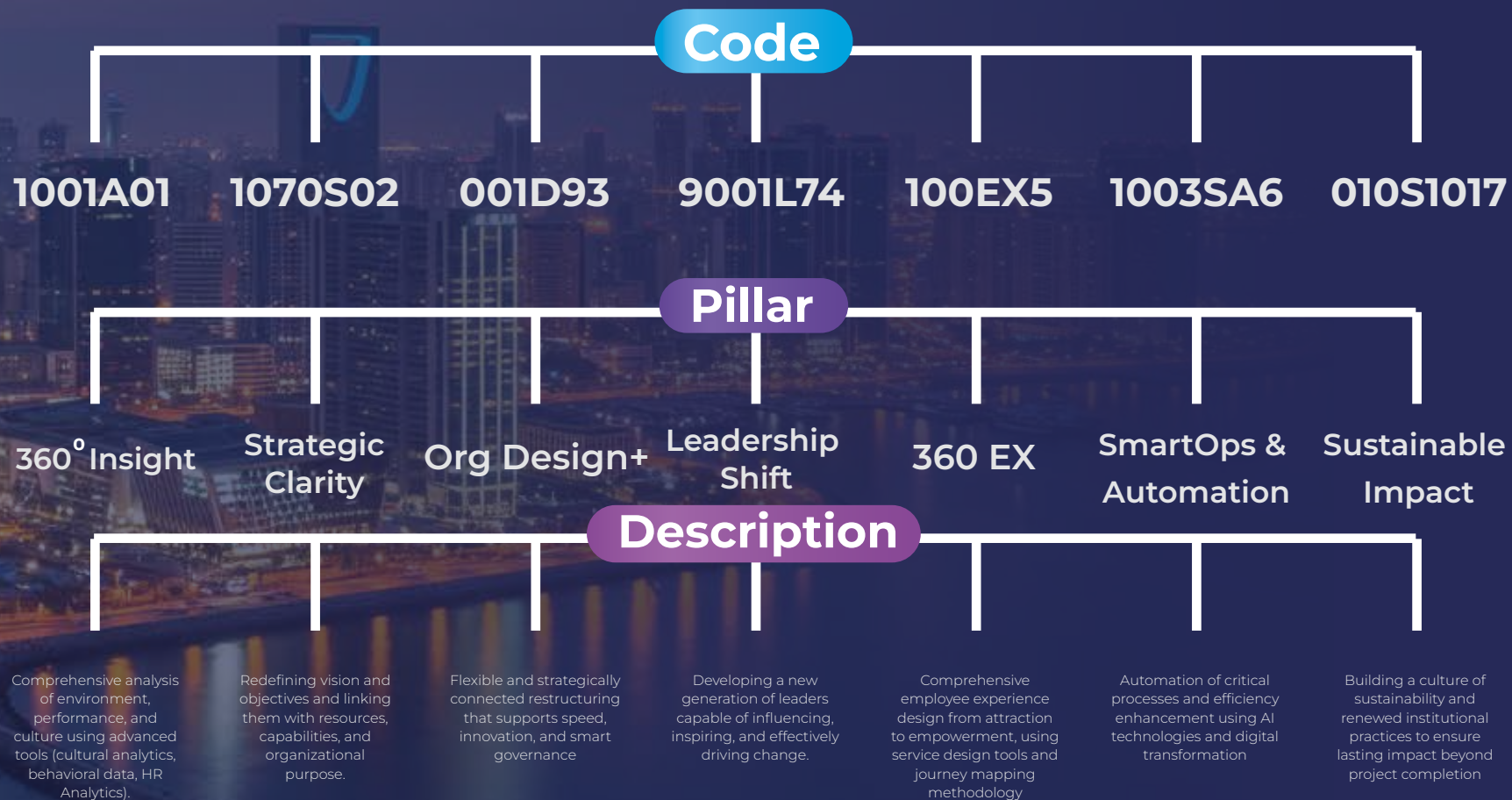
Concept:

AtheerClouds360™ is an advanced consulting methodology designed to help organizations achieve comprehensive transformation — cultural, digital, organizational, and human — through a flexible practical framework that combines strategic vision, human empowerment, and intelligent automation.

The Seven Pillars of AtheerClouds360™

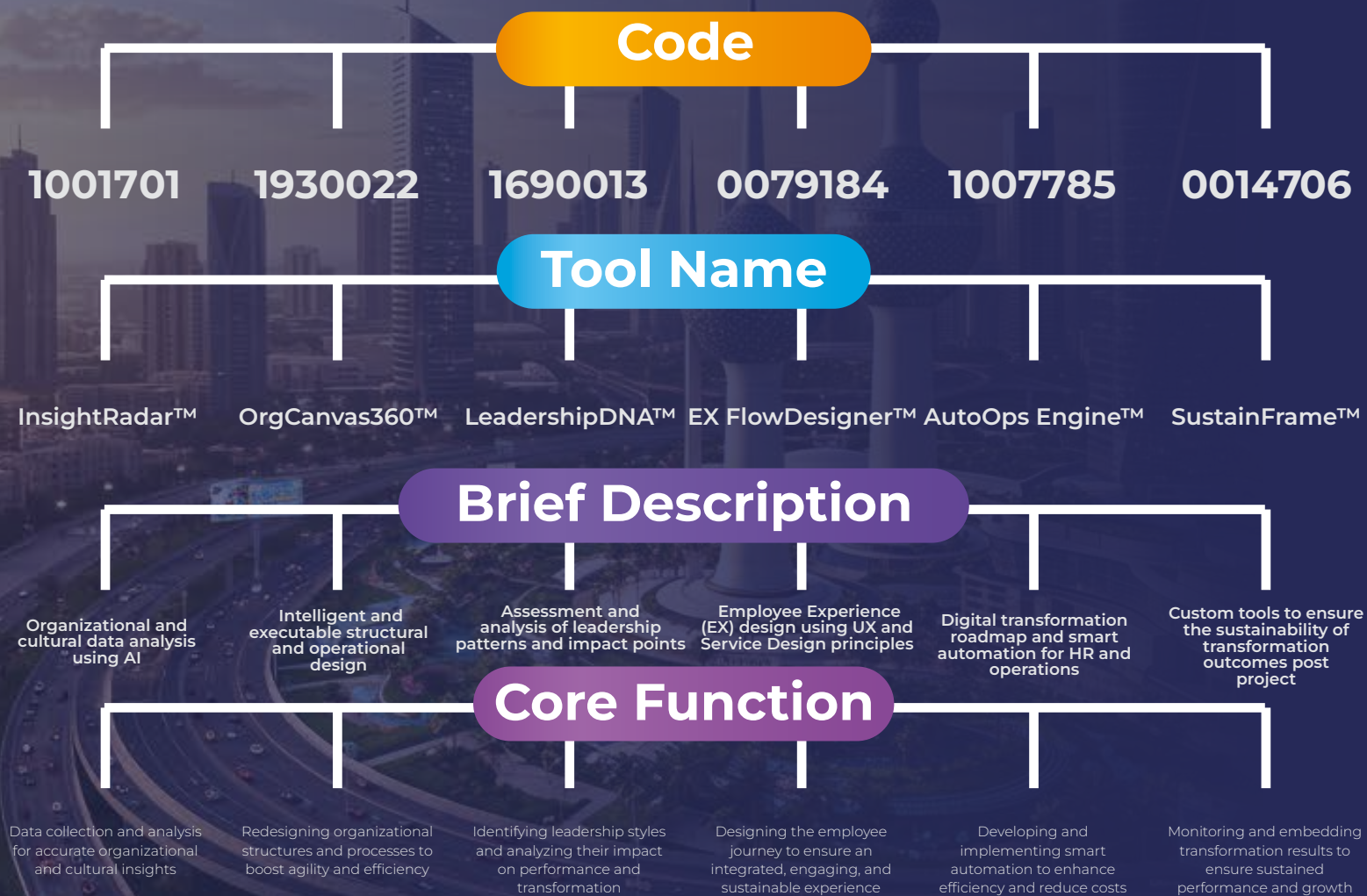
The methodology is built around seven interconnected circular pillars, forming the “Smart Transformation Cloud,” applied flexibly according to the organization’s needs:







Exclusive Implementation Tools (Within the Methodology)





01 Deep Immersion

Immersive understanding of the organization's culture, structure, and behavioral dynamics

Goes beyond surfacelevel surveys with AIpowered behavioral and cultural analytics

02 Intelligent Framing

Strategically reframing challenges across behavioral, strategic, and technological dimensions

Challenges are redefined using realtime data and analytics, not just consultant experience

03 Adaptive Modeling

Developing flexible, context-aware models tailored to organizational and market dynamics

Models are dynamically cocreated—not off-theshelf frameworks

A continuous prototyping approach allowing live refinement and stakeholder engagement

04 Phased Activation

Interactive, phased implementation with real-time feedback loops and continuous improvement

Focus on internal capacity-building rather than long-term external dependency

05 Empower & Transform

Transferring ownership and knowledge to internal teams while solidifying the change process

Change isn't a one time event—impact is sustained and recalibrated with evolving data and insight

06 Sustainable Impact

Measuring real, human-centric and organizational impact with periodic reassessment and calibration

Sustainable Impact



An aerial photograph of a modern city at sunset. A large, distinctive bridge with a tall, narrow tower and a large arch is the central focus. The city below is filled with modern buildings and complex highway systems. Digital overlays, including glowing blue lines and circular nodes, are scattered across the image, suggesting a data-driven or technological theme. The sky is a warm orange and yellow from the setting sun.

NOT JUST A METHODOLOGY

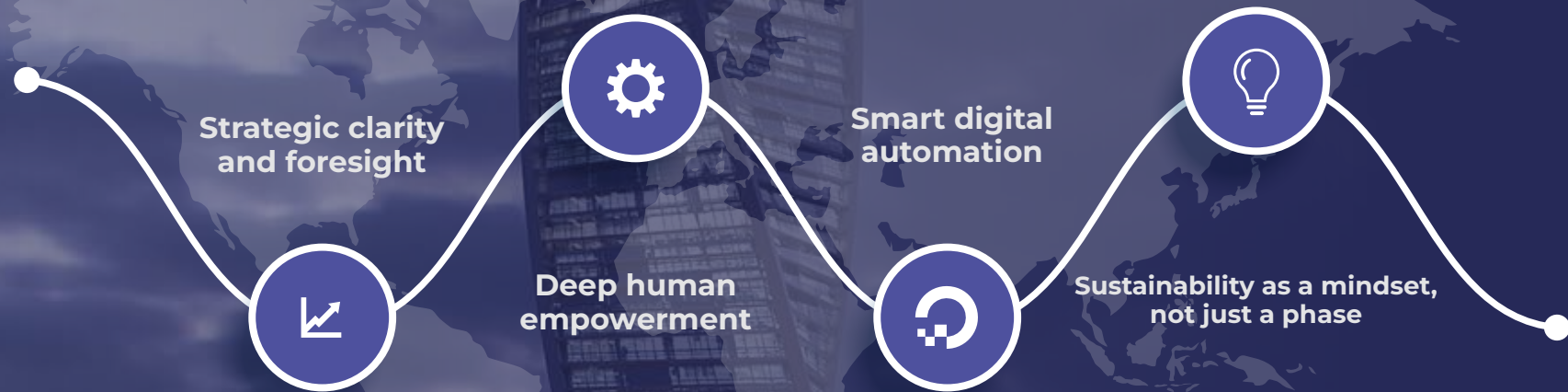
BUT A FULLY INTEGRATED INTELLIGENT TRANSFORMATION EXPERIENCE



The Unique Value of AtheerClouds360™

Not just a methodology... but a fully integrated intelligent transformation experience.

AtheerClouds360™ goes far beyond traditional consulting or generic solutions — it redefines organizational transformation by seamlessly integrating:





What makes this methodology truly unique on a global scale is its ability to:



Decode organizational culture using behavioral intelligence and data analytics



Design flexible, adaptive solutions tailored to real-world context — never one-size-fits-all



Empower internal teams to lead change, not just receive it



Ensure long-term impact with built-in sustainability and feedback tools

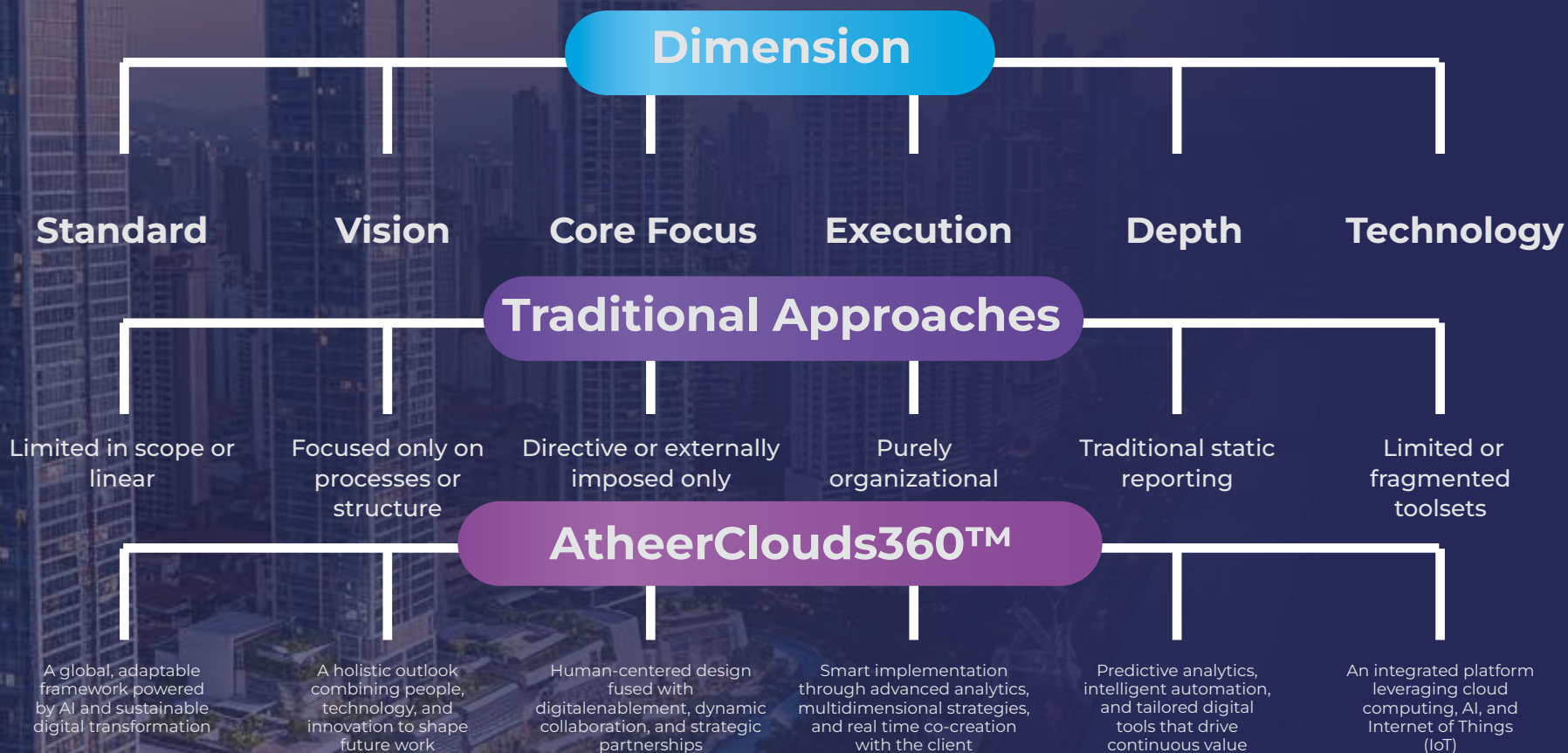


Balance people, technology, and measurable results with precision





This is not just a tool —
It's a thinking system that transforms vision into reality, and effort into lasting value.



An aerial view of a futuristic cityscape. In the foreground, a large, circular, domed structure with intricate patterns is surrounded by roads and vehicles. In the background, a dense skyline of modern skyscrapers is visible, including a prominent tower with a large, open, ring-like top. Several drones are flying in the sky above the city. The overall scene is set against a backdrop of a desert landscape with rolling dunes.

**TRANSFORM WITH INTELLIGENCE
NOT JUST TRANSIENT CHANGE**

ATHEERCLOUDS360™





Strategic Partnerships and Alliances



At Ather Clouds, we strive to build a strong and diverse global network of alliances that enhance our consulting capabilities and support the delivery of integrated solutions to our clients across key markets. This is achieved through collaboration with leading global and local institutions in strategic, technological, training, and research fields.

Our Key Partners:



Accredited as an official assessor for institutional maturity according to the best global standards



Training collaboration with the global Society for Human Resource Management to elevate professional training standards



Specialized training partnership to develop professional and leadership competencies



Executive and technical indirect contributions with KPMG and KPMG Middle East to improve service quality and project governance



Strategic indirect collaboration to enhance the delivery of digital transformation and management consulting services





Technical and Consulting Alliances:



Specialized training partnership focused on the development of training and development programs



Indirect consulting collaboration in management and strategy domains



Technical contribution to accelerate digital transformation in the market.



Indirect analytical and technical collaboration in software solutions.



Executive technical partnership supporting business innovations.



Indirect technical contribution to enhance business and resource management solutions

Academic and Research Collaboration:



Active membership to promote knowledge exchange and expertise in public administration across the African continent.



Joint research collaboration to advance applied studies and research in management and human resources





Distinguished Regional Partnerships:

Andes Management Consulting

Specialized consulting partner in restructuring and human resources development in emerging markets of South America.



Consulting collaboration with a network of firms delivering advanced solutions in leadership development and digital transformation across Southeast Asia



The
APJ
Strategy
Group

Alliance with a consultancy specialized in business strategies and organizational transformation in East Asian countries, enhancing our presence in growing Asian markets.

LAG LATAM Advisory Group

Partnership with a leading advisory group specialized in digital transformation and management consulting in Latin America, supporting the expansion of our services in emerging markets.





Upcoming Priorities



We don't just deliver reports; we empower organizations to achieve a profound and tangible transformation in their ways of working, ensuring sustainable results over the long term.

We believe that every step towards intelligent change reshapes a better future, where innovation intersects with sustainability.

Phase	Required Deliverables	Duration	Unique Value Differentiator
Initial Discovery	Rapid identification of critical areas + Interactive briefing session	90 minutes	Utilization of AI-powered smart analysis tools to extract strengths and weaknesses in record time, with real-time stakeholder engagement.
In-Depth Analytical Assessment	Deep understanding of objectives and challenges + Integration of advanced technologies + Multiple field visits	4-6 weeks	A multidimensional analysis combining behavioral, technical, and strategic data with a customized evaluation model tailored to each client
Pilot Implementation	Accurate performance measurement + Interactive solution adjustment + Continuous testing	2-3 months	A smart execution platform that allows real-time adaptability and performance analytics using machine learning for optimal outcomes.
Scalable Full Deployment	Building digital and operational sustainability + Continuous support and intensive training	6-12 months	A comprehensive approach integrating automation, specialized training, and intelligent change management to ensure a scalable, sustainable transformation.





Why Choose AtheerClouds360™ ?

1

Integrated AI at every stage for data analysis and smart decision making



2

Direct and continuous client interaction throughout the execution journey, ensuring solutions align with on-the-ground realities.



3

Tailored solutions — not based on generic templates, but built upon a deep understanding of each organization's unique identity.



4

A balanced approach between technology and humanity, because real transformation starts with people — not tools.





WHERE TRANSFORMATION ISN'T MANAGED
IT'S REIMAGINED



Our Next-Generation Operating Model

AtheerClouds360™ PrimeFlow™

We implement transformation as a holistic journey — one that begins with insight, flows through intentional design, and is rooted in human empowerment... to build an organization that cannot be defeated.

The 5C Executive Framework™

A five-stage structure that powers the PrimeFlow™ methodology, enabling dynamic, sustainable, and self-evolving transformation at every level of the enterprise.





Why AtheerClouds360™ PrimeFlow™ ?

And why won't you find this anywhere else? ... What Do We Offer?



Because we don't just anticipate the future — we build it with you.

A proactive methodology powered by artificial intelligence



Because off-the-shelf models fail even the greatest visions.

Flexible frameworks tailored to your organizational culture and operational realities.



Because technology without organizational awareness = wasted investment.

Transformation that begins with people first — and tools second



Because you don't need just one company — you need a fully integrated strategic mind.

Deep integration of consulting expertise, human enablement, and smart technology

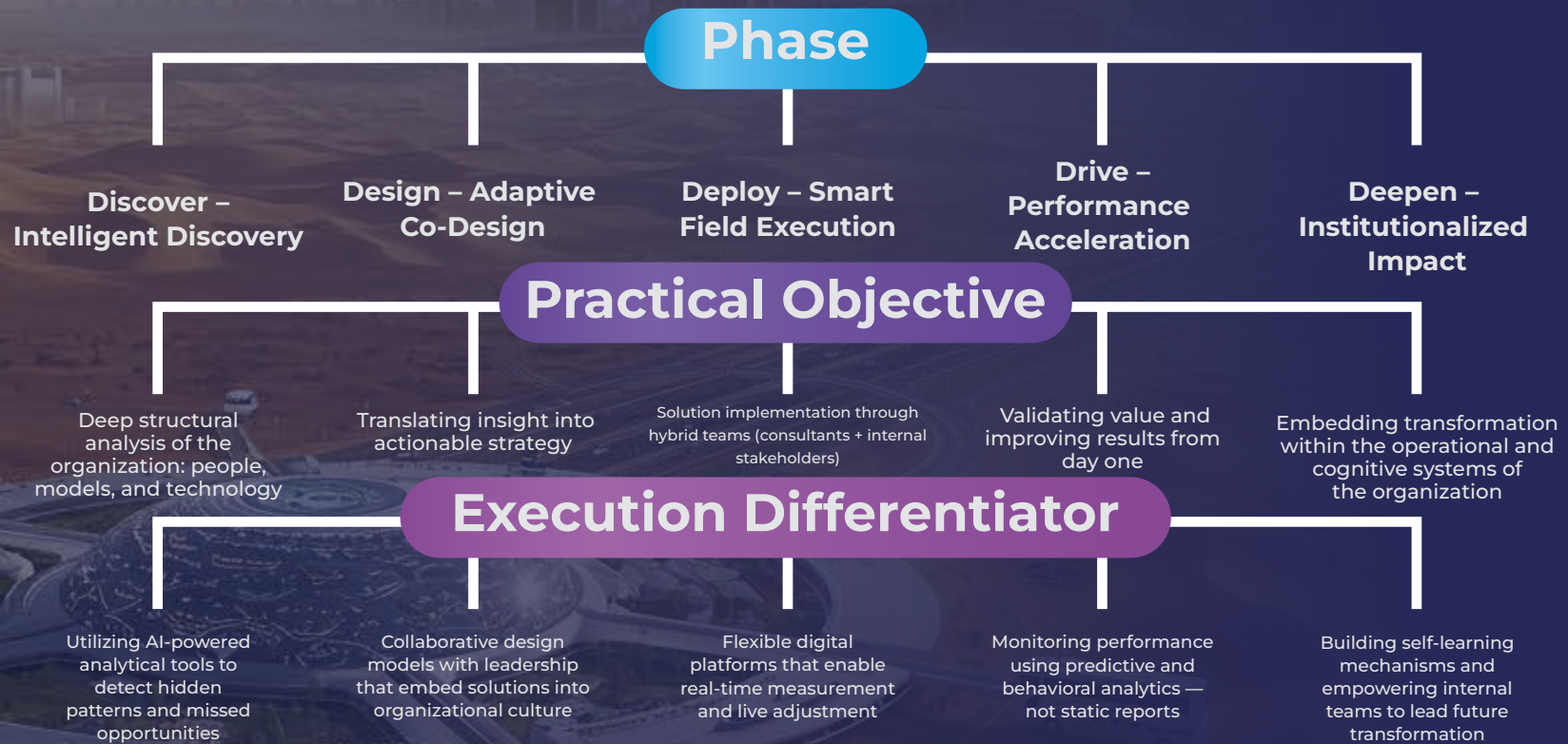


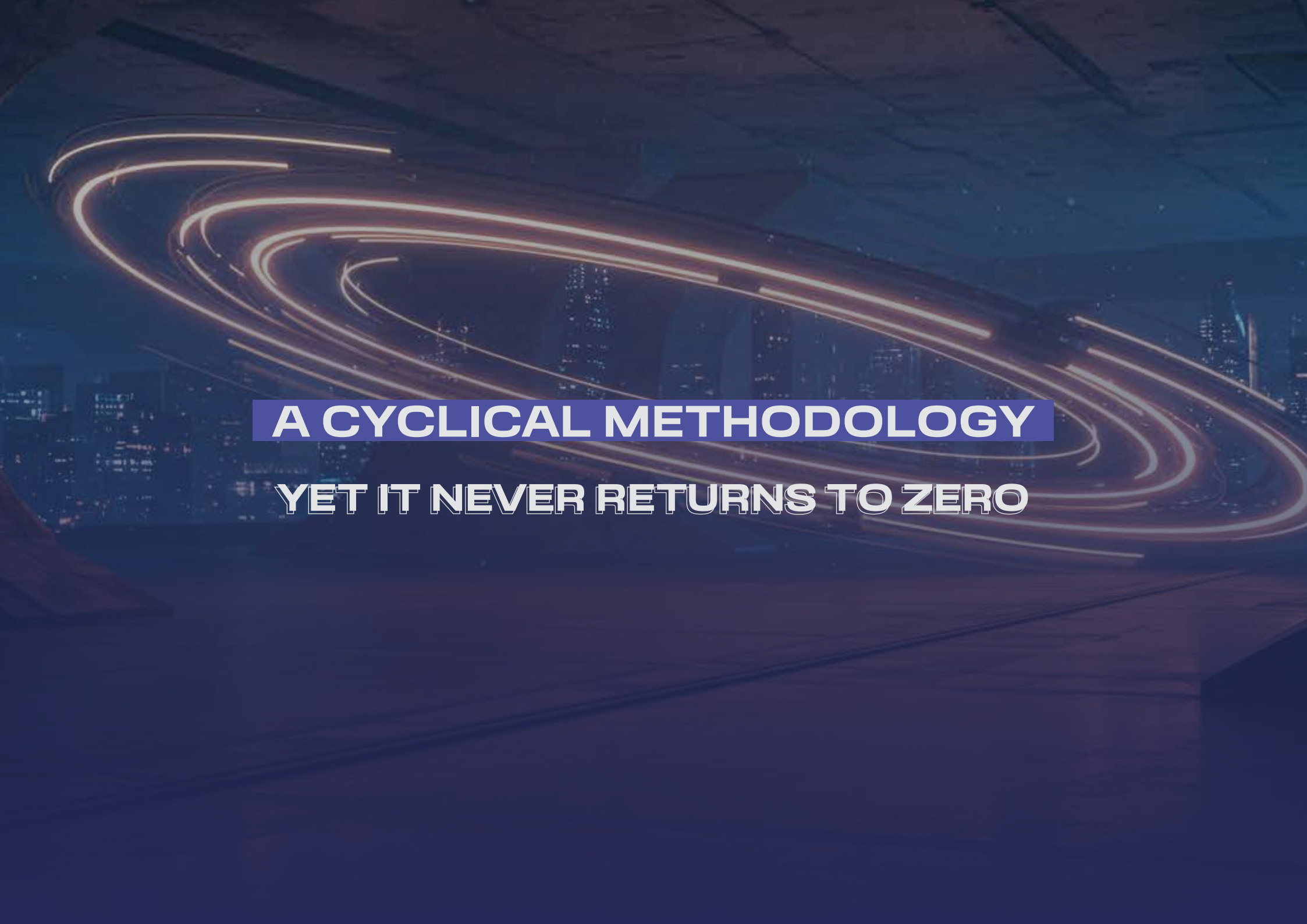
Professional Execution Method:

AtheerClouds360™ PrimeFlow™

“A closed loop, yet open to growth... repetitive, yet never repeating itself.

Not a traditional execution cycle... but a sustainable mindset system, designed for your organization and built to grow with you.”





A CYCLICAL METHODOLOGY

YET IT NEVER RETURNS TO ZERO



How Does AtheerClouds360™ PrimeFlow™ Work?

AtheerClouds360™ PrimeFlow™ doesn't operate as a traditional linear model,

but rather as a smart, dynamic system that rebuilds the organization with greater intelligence and deeper insight in every cycle.

It seamlessly integrates design thinking, artificial intelligence, and human-centered transformation—to create a living system that evolves with you, not one that ends with you.





Core Technologies Behind AtheerClouds360™ PrimeFlow™

The PrimeFlow™ methodology integrates the latest technological advancements with deep strategic thinking to deliver organizational transformation that is intelligent, adaptive, and sustainable.



Monitoring & Analysis

Behavioral, organizational, and digital analysis powered by AI and deep learning algorithms to detect hidden patterns.



Dynamic Design

Co-Design Platform™ that enables collaborative model-building with stakeholders using flexible, multi scenario modeling.



Analytical Enablement

Low-Code/No-Code tools allowing internal teams to test and adapt solutions without technical complexity.



Intelligent Performance Drive

Performance Orchestration Engine™ that measures and adjusts progress in real time based on behavioral and financial outputs.



Self-Learning & Adaptation

An interactive Feedback Loop that generates continuous improvements and automatically shapes the next iteration of the cycle.





What Makes It Globally Unique?

01

Adaptive Intelligence

Every learning cycle builds on the previous one—so you're never starting from scratch.



02

Scalable & Continuously Evolving Transformation

The organization doesn't just change—it becomes capable of leading its own change.



03

True Human-Technology Integration

Employees aren't just recipients—they're cocreators in design, execution, and sustainability.



04

Smart Execution Platform

Not a static "plan," but a living system that adapts and evolves in real time.





The Global Value Differentiator of AtheerClouds360™ PrimeFlow™

“A model not imported, but born from within the real challenges of organizations—growing with them, not outside them.”





Final Phase = The Launch of Organizational Self-Empowerment

In AtheerClouds360™ PrimeFlow™, project completion is not a handover — it is a transformational shift in the ownership of change. We reengineer the relationship between people, systems, and decision-making within the organization itself.

Final Outcomes: When Leadership Shifts from External to Internal — With Confidence and Intelligence

At the conclusion of every PrimeFlow™ engagement, we don't close a chapter — we open a future.

We don't just deliver results — **we ignite an organization capable of thinking, adapting, and regenerating autonomously.**

These are not “final deliverables”...They represent a strategic transfer of intellectual and operational ownership, positioning the organization to face its future from a place of strength and clarity.



Tangible Gains That Exceed Every Expectation:



The end of the project... is not a farewell. It's the beginning of intelligent self-reliance.

AtheerClouds360™ PrimeFlow™

"We don't just transform organizations — we recalibrate their internal compass to lead change from within, with confidence, clarity, and no ceiling."



OUR CONTRIBUTION TO SUCCESS JOURNEYS

"When vision is seen from every angle, and outcomes are shaped through a 360° lens... excellence becomes more than a goal — it becomes an unforgettable mark.

We take pride in our direct and indirect contributions to leading organizations, where we were not merely implementers, but active partners in crafting enduring success stories — stories that don't chase the future, but lead it."



stc

aramco



بنك الإثمار
Ithmaar Bank



أمانة
جدة



الصادرات السعودية
هيئة تنمية الصادات السعودية



وزارة البيئة والمياه والزراعة
Ministry of Environment Water & Agriculture



وزارة التعليم
Ministry of Education

الموارد البشرية
والتنمية الاجتماعية



Julphar

وزارة الإسكان
MINISTRY OF HOUSING

عبد اللطيف جميل
Abdul Latif Jameel



الهيئة العامة للإحصاء
General Authority for Statistics



This record is not merely a document of achievements — it is a strategic invitation to cocreate a new generation of institutional excellence. It represents a commitment to intelligent transformation — born from conscious decisions and well-calculated choices. In our world, transformation is not a luxury; it is a necessity driven from within, led by those who prepare for the future rather than wait for it.

With AtherClouds360™, you stand at the forefront — not as observers, but as initiators. At the core of transformation, not its margins. We welcome your partnership and pledge to elevate your efforts beyond accomplishments — into sustainable impact and decisions that grow with time. Because true excellence is never built in isolation... it's forged with partners who believe the future is not predicted — it is shaped





Diligent Work



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Kingdom Of Saudi Arabia Riyadh