

# NAIF AHMED AL-DUBAYKIL

## Real Estate Commercial, Residential & Investment Executive (Sales, Leasing, Development & Portfolio Strategy)

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### PROFESSIONAL SUMMARY

Real estate executive with 14+ years of leadership experience across Saudi Arabia's real estate development and investment ecosystem, spanning residential and commercial commercialization, sales, leasing, and portfolio performance. Proven ability to deliver high-value revenue outcomes, manage multi-billion SAR portfolios, and shape commercial direction for residential, commercial, retail, and mixed-use developments.

Directly supported executive investment committees and senior leadership decision-making through data-driven analysis, performance reporting, and strategic recommendations focused on value creation, asset optimization, and sustainable growth. Maintained direct engagement with the Division CEO, Company CEO, and their delegates to accelerate decision-making and ensure priorities reflect strategic and investment objectives.

Leadership scope includes: (1) residential and commercial go-to-market for off-plan and built assets, (2) pricing, feasibility, and ROI/IRR-based decision support for development and investment cases, and (3) sales and leasing performance management to deliver disciplined execution and predictable outcomes.

### CAREER HIGHLIGHTS

SAR 704M sales delivered (Jeddah Front - Phase One) vs SAR 641M approved target | SAR 5B+ portfolio oversight | SAR 125M+ sales & leasing portfolios managed | SAR 100M+ cumulative premium sales | Residential & mixed-use commercialization leadership across off-plan and built assets | Teams led: 3-18 | Best Sales Manager (2018-2019)

### EXECUTIVE CAPABILITIES

- Executive Reporting & Recommendations: performance packs, risk signals, decision options, and action plans across residential and commercial portfolios
- Commercial & Residential Strategy: go-to-market planning for off-plan and built assets, including positioning, phasing, and channel direction
- Pricing & Approvals: pricing papers, assumptions validation, and recommendation briefs supporting executive approvals and investment priorities
- Sales & Leasing Leadership: performance management across sales and leasing teams to deliver disciplined outcomes
- Portfolio Performance Reviews: asset-level performance tracking, leasing direction, and optimization priorities aligned with value creation
- Controls & Compliance: approval workflows, documentation accuracy, and audit readiness, including off-plan (Wafi) requirements
- Stakeholder Leadership: coordination across CEO offices, executive committees, and cross-functional delivery teams to maintain decision clarity and speed

### CORE COMPETENCIES

#### Commercial & Residential Leadership

- Commercial & Residential Strategy
- Go-to-Market Planning (Off-plan & Built Assets)
- Pricing Strategy and Market Positioning
- Sales & Leasing Leadership
- Channel Strategy and Sales Phasing
- Commercial Approvals and Executive Recommendations

- Forecasting and Performance Reporting

### **Investment & Development Support**

- Market Research and Feasibility Studies
- ROI and IRR Analysis
- Investment Committee Support and Decision Briefs
- Development Business Cases
- Value Creation Recommendations

### **Portfolio & Operating Discipline**

- Asset and Portfolio Management
- Portfolio Performance Reviews
- KPIs and Operating Rhythm
- CRM Optimization and Pipeline Management
- Transaction Oversight and Documentation Standards
- Regulatory Compliance (Wafi)
- Team Leadership and Performance Management

## **PROFESSIONAL EXPERIENCE**

### **Sales Department Manager - Kaden Investment**

*March 2024 - Present | Riyadh, Saudi Arabia*

Scope: Off-plan commercialization and leadership reporting for a flagship development phase.

- Led Phase One sales for Jeddah Front, achieving SAR 704M against approved targets.
- Built commercialization direction covering pricing approach, sales phasing, and channel strategy.
- Produced leadership packs and decision briefs (pipeline, forecast, variances, and corrective actions) to support senior decisions.
- Established a weekly performance cadence for sales pipeline and a monthly leadership review covering forecast accuracy, pricing direction, and approval priorities.
- Provided pricing and forecasting recommendations to support approvals and performance direction.
- Maintained direct communication with the Division CEO, Company CEO, and their delegates to support timely decisions and clarity of priorities.

### **Sales Management Director - Liwan Real Estate**

*March 2023 - December 2023 | Riyadh, Saudi Arabia*

Scope: Sales strategy, positioning, and pipeline discipline for a residential development.

- Led sales strategy and execution for Living Liwan Project, strengthening market positioning and sales performance.
- Supported pricing optimization and product positioning to improve closing efficiency.
- Strengthened client engagement workflows and pipeline quality through KPI tracking and CRM discipline.
- Provided periodic leadership updates and recommendations to support commercial decisions.

### **Sales and Leasing Management Director - Diaar Real Estate**

*January 2023 - May 2023 | Riyadh, Saudi Arabia*

Scope: Sales and leasing leadership across multiple projects and revenue streams.

- Oversaw sales and leasing operations for projects exceeding SAR 125M in value.
- Led a team of up to 18, improving operating rhythm and client experience.
- Implemented a performance framework to stabilize occupancy and revenue outcomes.
- Improved reporting cadence and follow-up discipline across sales and leasing activities.

### **Real Estate Management Director - Al Ajyal Holding**

*December 2021 - December 2022 | Riyadh, Saudi Arabia*

Scope: Portfolio oversight and decision support for investment and asset performance.

- Managed a diversified portfolio exceeding SAR 5B in value.
- Supported senior leadership decisions through asset performance reviews, market analysis, and performance packs.

- Prepared investment memos and committee packs summarizing asset performance, market insights, key risks, and recommendations to support investment decisions.
- Coordinated asset management, leasing, and commercialization initiatives to improve portfolio performance.
- Ensured transaction control through clear approvals and documentation standards.

### **Sales Manager - Rafal Real Estate Development**

*2016 - 2021 | Riyadh, Saudi Arabia*

Scope: Premium residential and mixed-use sales leadership for landmark developments.

- Delivered cumulative sales exceeding SAR 100M+ across premium developments.
- Led sales teams up to 10, improving productivity and closing performance.
- Contributed to flagship developments including JW Marriott Tower and Sky Garden.
- Awarded Best Sales Manager (2018-2019) for performance results and leadership impact.

### **EDUCATION**

Bachelor of Business Administration (Marketing) - Arab Open University (Distance Learning)

Expected Graduation: 2028

### **CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT**

#### **DIPLOMAS**

- Diploma in Risk Management (DRM)
- Diploma in Sales Management

#### **REAL ESTATE & REGULATORY**

- Real Estate Developer (Off-Plan Sales - Wafi), Saudi Real Estate General Authority
- Real Estate Brokerage and Marketing, Saudi Real Estate Institute

#### **EXECUTIVE & STRATEGY**

- MBA Essentials, University of Glasgow
- Real Estate Development: Building Value in Your Community, University of Michigan
- Executive Strategy and Management

#### **PROJECT MANAGEMENT (PDUs & TRAINING)**

- PMP Training Course (35 PDUs) - Certificate of Attendance — MWI ENG Consulting Solutions — September 30, 2025 — Certificate No. 00100-243

#### **GOVERNANCE, ASSET MANAGEMENT & COMMERCIAL ENABLEMENT**

- GEC and A for Finance - Governance, Ethics, Compliance and Audit
- ISO 55001 Fundamentals of Asset Management Systems
- Sales and CRM Overview, Salesforce
- Product Management: An Introduction, IBM
- Crisis Management - Advanced Level

### **SELECTED PROJECTS**

- Jeddah Front - Phase 1 & Phase 2 (Kaden Investment) - Mixed-use / Off-plan commercialization and sales leadership
- Rafal Portfolio: JW Marriott Tower & Rafal Residence Tower (Rafal) - Premium residential / mixed-use sales leadership
- Al Qamra Masterplan - Riyadh (Al Ajyal Holding) - Portfolio oversight and investment decision support

Additional portfolio exposure (available upon request): raw land assets across Riyadh (a grouped portfolio of 9+ raw land plots), in addition to residential assets in Riyadh, Jeddah, Madinah, the Eastern Province, Qassim, and Hail.

### **RECOGNITION & MEDIA**

- Professional Recognition: Magazine feature highlighting executive impact in real estate - [https://drive.google.com/file/d/1fQng\\_pxwNn0IzmqBo7SjmWQUUNZUpu7k/view?usp=drive\\_link](https://drive.google.com/file/d/1fQng_pxwNn0IzmqBo7SjmWQUUNZUpu7k/view?usp=drive_link)

**LANGUAGES**

- Arabic: Native
- English: Professional Working Proficiency