

RUSHD ●

— SAUDI-NATIVE MANAGEMENT CONSULTING

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Corporate Profile

Strategy is where most firms stop.

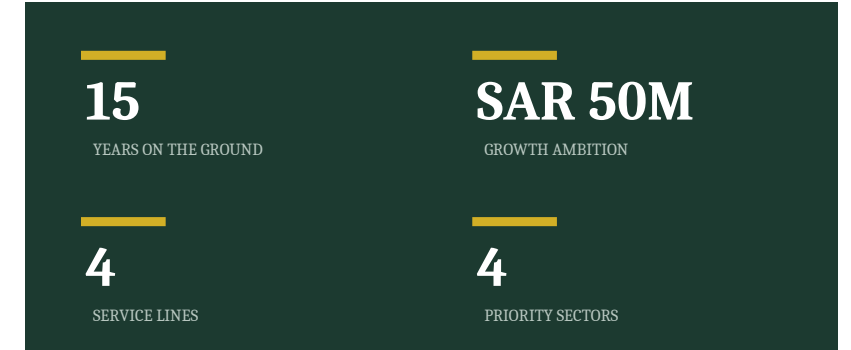
*We deliver the **outcome**.*

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Strategy is where most firms stop. We deliver the outcome.

RUSHD is a Saudi-native consulting firm. Strategy is designed to a measurable outcome, and the team stays embedded through delivery rather than handing back a deck. Senior-led and boutique by choice, the firm brings fifteen years on the ground and first-hand access to the institutions shaping the Kingdom.



THE DISTANCE WE GO



Most firms stop at the strategy. We stay embedded through delivery, and hold ourselves to the outcome on the ground.

The firm at a glance.



Management Consulting



RUSHD AI & Digital



RUSHD Learning



RUSHD Methods



RUSHD METHODS

The proprietary toolkit beneath every engagement: baseline, impact, behaviour, narrative.

WHY RUSHD



Outcome-oriented

Held to the outcome, not the deliverable.



Embedded through delivery

Inside your operations until the outcome is delivered.



We co-invest

Risk shared, so our success is tied to yours.



Native, on the ground

First-hand access to the institutions of the Kingdom.

WHERE WE GO DEEPEST



Food Security & Resilience

Indices, strategy, resilience.



Logistics

Growth and operating models.



Real Estate

Assets and portfolios.



Public Sector

Operating models and delivery.

An impact-driven management consultancy.
Strategy becomes measurable change in
practice, across strategy design,
implementation and operations
transformation for public and private sector
clients.

RUSHD is a Saudi-native consulting firm. Strategy is designed to a measurable outcome, and the team stays embedded through delivery rather than handing back a deck.

Senior-led and boutique by choice, the firm brings fifteen years on the ground and first-hand access to the institutions shaping the Kingdom.

Global standards meet first-principles solutions built for each mandate, and risk is shared with clients so our success is tied to theirs.

To become a globally distinguished strategy and operations consulting partner with a nucleus in the MENA region.

Vision, mission, and the story so far.

OUR VISION

To become the Kingdom's foremost consulting firm, delivering real change and operational transformation across Saudi Arabia and beyond.

OUR MISSION

To empower our clients with strategic insight and execution support, merging deep local knowledge with global best practice and modern tools.

OUR STORY

RUSHD was built on a simple premise: a Saudi firm, with Saudi talent and first-hand access to the institutions shaping the Kingdom, that does not stop at the strategy.

Over fifteen years on the ground, the firm grew from strategy into the technology that makes strategy work and the learning that makes it last. Most clients who start with a strategy continue with us into implementation, which is the part most firms hand back.

Four service lines, one platform.

Each is a focused set of services, with RUSHD Methods running underneath them all. The pages that follow set out each line and the services within it.

 Management Consulting	 RUSHD AI & Digital	 RUSHD Learning	 RUSHD Methods
 RUSHD METHODS The proprietary toolkit beneath every engagement: baseline, impact, behaviour, narrative.			



SERVICE LINE 01

Management Consulting

Strategy set by senior advisors and carried through to a measurable result, with our team alongside yours through delivery.



01

Strategy Design & Implementation

Strategy built around the outcome you need, then executed on the ground with every milestone held to account.

WHAT IT COVERS

Public sector and corporate strategy aligned to Vision 2030, then the operating plans, governance, KPI frameworks, and milestone tracking that make it real.

WHAT YOU GET

- Strategy aligned to Vision 2030
- Operating plan and governance charter
- KPI framework and milestone tracker

OUTCOME

Your strategy moves from approved deck to live delivery, with progress you can measure.



02

Business Transformation

Operating models and ways of working redrawn, with people guided through the change so it holds and performance improves.

WHAT IT COVERS

Operating model and organisation design, process redesign and optimisation, and behaviourally grounded change management.

WHAT YOU GET

- Operating model blueprint
- Organisation and process redesign
- Change and adoption plan

OUTCOME

Your organisation runs on a model that works in practice, and your people adopt it.



03

Market Intelligence

Market, competitor and customer evidence, read into a clear view that lets you decide and act with confidence.

WHAT IT COVERS

Feasibility and market entry, sector and competitive intelligence, and primary stakeholder and consumer research.

WHAT YOU GET

- Feasibility and market-entry study
- Sector and competitor analysis
- Primary stakeholder research

OUTCOME

You decide where to enter and how to compete, grounded in primary evidence.



SERVICE LINE 02

RUSHD AI & Digital

AI and digital engineered around your problem and carried into production, where it creates measurable value.



01

Bespoke product builds

Digital products designed and built around your problem, delivered as working software your teams and customers use.

WHAT IT COVERS

Custom platforms and tools built around the client's mandate, not retrofitted from a template.

WHAT YOU GET

- Working custom platform or tool
- Technical documentation and handover
- Roadmap for future releases

OUTCOME

You own a product built for your mandate, in production and ready to run.



02

AI integration & advisory

AI applied only where it earns its place, integrated into your workflows with the advice to keep the gains after handover.

WHAT IT COVERS

Practical AI applied where it earns its place, with the advisory to govern it responsibly.

WHAT YOU GET

- AI use-case assessment
- Integrated and tested AI solution
- AI governance and policy framework

OUTCOME

You apply AI where it pays off, governed responsibly and trusted by your teams.



03

Platforms & white-label

Ready-made platforms to run under your own brand, reaching the market quickly without the cost of building from the ground up.

WHAT IT COVERS

Reusable platforms and white-label products that extend a strategy into a durable digital asset.

WHAT YOU GET

- Branded white-label platform
- Reusable product modules
- Deployment and support plan

OUTCOME

Your strategy becomes a durable digital asset you can brand, reuse, and scale.



SERVICE LINE 03

RUSHD Learning

Capability that turns proven method into what your people can do, delivered in formats suited to how teams work.



01

Online & self-paced

Online, self-paced courses that reach the whole organisation, building skills without taking people off the job.

WHAT IT COVERS

Flexible, high-quality learning for individuals and teams, available on demand.

WHAT YOU GET

- On-demand course library
- Learner progress dashboards
- Bilingual Arabic and English content

OUTCOME

Your people build skills on their own schedule, with progress you can track.



02

Certified cohorts

Guided cohorts with live, senior-led teaching that build shared capability and a recognised certificate on completion.

WHAT IT COVERS

Instructor-led cohorts that build real capability with recognised certification.

WHAT YOU GET

- Instructor-led cohort programme
- Recognised certification on completion
- Capability assessment per learner

OUTCOME

Your teams finish certified and ready to apply what they learned at work.



SERVICE LINE 04 · Part 1 of 2

RUSHD Methods

The proprietary toolkit beneath every engagement, making the work measurable from a credible starting point to proven change.



01

Baseline Development

Where you stand today, established on firm evidence as the baseline every later result is measured against.

WHAT IT COVERS

Bespoke indices and benchmarks, from food loss and waste indices to Arabic-language and sector baselines, built where none exist.

WHAT YOU GET

- Bespoke index or benchmark
- A credible zero baseline
- Measurement and tracking method

OUTCOME

You can measure progress from a credible starting point, year on year.



02

Impact Measurement

What the work changed, tracked against that baseline so impact is demonstrated rather than assumed.

WHAT IT COVERS

Social, economic, and programme impact measurement, with the framework transferred to the client's own team.

WHAT YOU GET

- Impact measurement framework
- Evidence of what changed
- Method owned by your team

OUTCOME

You turn activity into outcomes you can report with confidence.



03

Behavioral Persuasion

Behavioural insight applied to the choices that move people to act, turning sound strategy into the behaviour it depends on.

WHAT IT COVERS

Behaviourally grounded adoption: diagnosing barriers with primary research and redesigning around the decisions people really make.

WHAT YOU GET

- Adoption barrier diagnosis
- Behaviourally redesigned journey
- Reusable adoption playbook

OUTCOME

Your programmes are taken up by the people they are built for, not just launched.



SERVICE LINE 04 · Part 2 of 2

RUSHD Methods

The proprietary toolkit beneath every engagement, making the work measurable from a credible starting point to proven change.



04

Narrative Crafting

Board-grade narratives and storylines that carry a strategy to the people who must back it and act.

WHAT IT COVERS

Executive storylines, board and investor narratives, and the messaging that moves a decision.

WHAT YOU GET

- Executive narrative and storyline
- Board or investor deck
- Key-message framework

OUTCOME

Your case is made in a narrative decision-makers remember and act on.



05

Executive Briefcase

A ready set of executive-grade tools, templates and briefings your leadership can put to use immediately.

WHAT IT COVERS

Decision templates, briefing packs, and reusable executive tools tuned to your mandate.

WHAT YOU GET

- Executive tool and template set
- Briefing and decision packs
- Reusable executive playbooks

OUTCOME

Your leaders run on a shared, ready toolkit instead of rebuilding it each time.



06

Knowledge Management

Institutional knowledge captured, structured and made findable, so proven method outlives any one team.

WHAT IT COVERS

Knowledge capture, taxonomy and repositories, and the practices that keep them current.

WHAT YOU GET

- Knowledge repository and taxonomy
- Capture and curation process
- Governance for upkeep

OUTCOME

Your organisation keeps what it learns, and finds it when it matters.

The difference is how we work, not only what we deliver.



Outcome-oriented

Designed to a measurable outcome, and held to that outcome, not to the size of the deliverable.



Embedded through delivery

Beyond the deck, the team works inside your operations until the outcome is delivered.



We co-invest

Risk shared through multi-year terms, deferred fees and profit-sharing, so our success is tied to yours.



Native, on the ground

Saudi-native advisors with first-hand access to the institutions and context shaping the Kingdom, rarely matched by global firms.

Where we go deepest.

Industry-agnostic by capability, with deep specialisation where the work runs deepest in the Kingdom.



Food Security & Resilience

FLAGSHIP

National food-security strategy, food loss and waste indices, and food-sector institutions across the GCC.



Logistics

EMERGING

Growth and operating-model work for logistics operators and the infrastructure behind supply chains.



Real Estate

EMERGING

Strategy, development and operations across real-estate assets and portfolios in the Kingdom.



Public Sector

CORE

Operating models, governance, and delivery for ministries, authorities, and national programmes.



FOOD SECURITY & RESILIENCE

Baseline Development

National food loss and waste baseline index and reduction roadmap

80k+ sampling points **1st** national-first index

CHALLENGE

A national mandate to cut food loss and waste with no credible baseline to measure against, and no shared method across a fragmented set of institutions.

WHAT WE DID

Measurement indices were built from a credible zero, the reduction strategy designed, and the team embedded alongside the institution to stand up governance and tracking.

OUTCOME

A national index and reduction roadmap adopted by the institution, with a measurement method now used to report progress year on year.



LOGISTICS

Strategy & Growth

Growth strategy and operating model for a 3PL logistics provider

2x revenue ambition **Board-ready** roadmap delivered

CHALLENGE

A regional 3PL provider set out to expand across new markets and double revenues within five years. It needed a strategic refresh that defined where to compete, evolved the service portfolio, and aligned internal capabilities to scale profitably.

WHAT WE DID

Working inside the leadership team, the corporate strategy was rebuilt through a Where to Play, How to Win lens, then translated into a sequenced, executable plan and a future-ready operating model.

OUTCOME

A board-ready growth strategy, a future-state operating model and a sequenced roadmap, each initiative carrying clear objectives, metrics and resourcing, so leadership could begin execution with confidence.



PUBLIC SECTOR

Operating Model

Operating model for a national water trucking programme transition

National programme carve-out **Scenario-based** financial model

CHALLENGE

A national Water Trucking Programme was being carved out of a government water authority and transferred to the non-profit. The client needed to take ownership without disrupting service to the communities that depend on it, while lifting service quality and putting the programme on a sustainable footing.

WHAT WE DID

The carve-out was operationalised end to end alongside the client, from current-state diagnosis through to a costed business and operating model and a phased transition plan built to protect continuity of service.

OUTCOME

A complete blueprint to stand up the programme under new ownership: a business model, an operating model, a scenario-based financial model, and a change-managed transition roadmap designed to keep service running through the handover.



FINANCIAL SERVICES

Market Entry

Market entry strategy for a digital wallet fintech

Launch-ready market entry strategy **Regulator-ready** licence pack

CHALLENGE

A bank-backed fintech set up to capture new-to-bank segments was weighing the launch of a digital e-wallet. It needed a clear-eyed read on market dynamics, regulatory readiness and operational feasibility before committing to a competitive launch.

WHAT WE DID

The market entry strategy was built end to end, grounding the business case in competitor evidence and voice-of-customer research, then translating it into a venture model, operating model and a sequenced roll-out the leadership could act on.

OUTCOME

A launch-ready strategy: a defined business and operating model across revenue streams, segments, pricing and value proposition, a regulator-ready licence pack, and a phased roll-out roadmap to guide go-to-market sequencing.

The wider portfolio



National food loss and waste baseline index and reduction roadmap

Food Security & Resilience



National food loss and waste reduction strategy

Food Security & Resilience



Growth strategy and operating model for a 3PL logistics provider

Logistics



Behavioural redesign to lift adoption of a national programme

Logistics



Corporate strategy refresh for a high-growth IT services firm

Technology



Market entry strategy for a digital wallet fintech

Financial Services



State-owned investor mapping to accelerate investment attraction

Investment



Strategic review of automotive and mobility investments

Investment



Operating model for a national water trucking programme transition

Public Sector



Operating model and SOPs for a national museums commission

Culture & Heritage



Impact measurement framework for a regional social foundation

Public Sector



Middle East entry strategy for a stationery and publishing group

Consumer & Retail

Four habits behind every engagement.



Outcome-led

Designed to a measurable outcome, and held to it.



Embedded

Embedded in your operations until the change takes hold.



Evidence-based

Grounded in baselines, so decisions rest on evidence.



Behaviourally grounded

Shaped around how people adopt change in practice.

Held together, an approved strategy becomes measurable change, owned on the ground.

Evidence, and a point of view.



Reports

In-depth publications and indices.



Thought pieces

Essays and field notes from inside the work.



RUSHD Perspectives

Short, sharp perspectives on the work and the Kingdom.

A POINT OF VIEW

- *Strategy without delivery is theatre.*
- *A credible zero beats an ambitious target.*
- *Saudi-native is not a location. It is access.*
- *If it cannot be measured, it cannot be owned.*

A model built to share the outcome.

We are structured so that our incentives match yours: senior people on the ground, risk shared in the commercials, and capability left behind in your team.



Co-investment

Multi-year terms, deferred fees, profit-sharing and in-kind contribution, so our success is tied to yours.



Embedded delivery

Senior people inside your operations from design through adoption, not a deck handed back at the door.



Capability transfer

We build your team's capability as we go, leaving the organisation stronger and able to sustain the change.



Held to outcomes

Engagements designed to a measurable outcome and tracked against a credible baseline, year on year.

Tell us about the mandate.

A partner reads every serious enquiry personally. If strategy needs to become a measurable outcome on the ground, this is where it begins.

OFFICE

Riyadh, Kingdom of Saudi Arabia

EMAIL

hello@rushd.sa

ONLINE

rushd.sa

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