

Souhail Khoury

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PROFESSIONAL EXPERIENCE

Better Call Souhail (Boutique Investment Management Consulting firm) – **Founder and Managing director** **Bey | Jul 2023-**

- Created business plans for 3 early-stage startups backed by international donors (Kingdom of the Netherlands and USAID) in the AgriTech, Sustainability and Clean Energy sectors alongside helping in fundraising efforts
- Working alongside a UK boutique consulting firm on creating post investment services and products for PE and VC firms in MENA
- Elaborating a go to market strategy for a Tier 1 consultancy firm to reach major investors in MENA and provide them with value add consulting services

Nurve Partners (Fast Growing Saudi Boutique Consulting Firm) – **Director (Contract)** **KSA | Mar 2023 – Jun 2023**

- Recruited by Nurve Partners (consultancy firm formed by ex MBBs) as Subject Matter Expert to support in Financial Services, Public Sector and corporate Finance.
- Participated in the feasibility study of an Impact Fund for a government-owned bank focusing on fund requirements, mandate, fundraising, and inception aiming to close a 15M USD fund to fund the creation of 100,000 jobs in SMEs.
- Co-Project Manager for a Strategy about Nationalization and Hiring Strategy Initiative in the non-profit sector for a major public sector entity in Riyadh. Responsible for recruiting the team (1 Associate, 3 analysts) handled project kickoff and client interactions, KPIs governance, and milestones identification. The goal was to increase national hiring in nonprofits by 30% before 2030.

Access Bridge Ventures (UAE based Venture Fund)- **Investment Manager (Contract)** **UAE | Oct 2022-Feb 2023**

- Recruited as an Investment Manager/Consultant for several strategic projects within the Fund.
- Led the Saudi and UAE markets' deal growth strategy to source more projects from these Geographies.
- Sourced analyzed and more than 200 startups and started the best fits for due diligence
- Assisted the General Partners in running the fund by focusing on new processes to get deal flow and have higher conversion.
- Handled the design of the entire investment cycle from inception to presentation of Investment Memos to the weekly Investment Committee with a set a KPIs for each process and a work map.
- Performed extensive research on industries and verticals and identified the top technology trends for investment.
- Created and Co-led weekly investment meetings alongside the partners to review project progress of projects underway.
- Compiled and revamped the quarterly investor reports and highlighted out risks and mitigations.

Decisive- (*Award Winning Wealth Management Company*) – **Direct Tech Investments** (Contract) **SWZ/BEY | Feb 2022-Sep 2022**

- Defined the mandate of the new investment unit and benchmarked with other similar company to see the impact on revenue
- Identified external and internal stakeholders to engage with and set up regular meetings with them.
- Oversaw the internal collaboration with other departments such as relationship management, Marketing, and private markets.
- Established partnership frameworks to connect with the world's leading VCs, Angels and Accelerators for origination and investments.
- Established (alongside other consultants a hypothesis driven Due Diligence strategy and methodology and trained the investment team on the full lifecycle of a deal
- Performed extensive research on industries and verticals and identified the top technology trends for investment and shared with Chief investment officer for feedback.
- Executed investments in Series B rounds for freight forwarder Forto and secondary sale for Space X stock options

Future Investment Initiative Institute (*PIF backed Think Thank/VC*)-**Investment / Growth Consultant** **KSA | Jun 2021-Feb 2022**

- Helped establish the institute's investment as a continuation of the work made by Roland Berger in the whole institute.
- Established the sourcing strategy leading to 650+ investment leads in deeptech and sustainability through 20+ partners.
- Created the screening matrix consisting of 26 questions to get a first screening of startups and got approval from director of investments alongside the necessary KPIs.
- Led monthly meetings with Management to update on the project and potential opportunities.
- Crafted the Due Diligence process and analyzed 3 deep tech early-stage companies in biotech, sustainability, and energy.
- Organized post-investment support and products such as growth consultancy, fundraising and ESG consulting.
- Led and organized the institute's visit to Estonia alongside partnerships with the Estonian government and top ecosystem players
- Built the ESG framework for the institute and supported portfolio companies such as Red Sea Farms in creating their ESG policies

Growth Factory X (*Self-Founded Boutique Consultancy for SMEs*)- **Founder and Managing Director** **BEY | Feb 2020 – Jun 2021**

- Served as Project Lead for building Nowfitnesshub.com, an on demand online fitness platform based in KSA. Had complete control of budget, product, branding, business model, UX/UI and pre-launch P&L. Led daily team meetings (5 members) to monitor progress, weekly meetings with external merchants and weekly meetings with Investors.
- Managed to scale the platform to 6 international trainers and 100+ sessions within the first month. Managed a team of 5 members.
- Co-founded Founders Capital (rebranded to Zentani Capital) a Single-Family Office focused on investing in high potential early-stage startups in a revenue sharing model instead of equity.
- Designed the strategy for the creation of a certified change management department for a boutique consulting firm in the UAE.

Berytech Fund Management (Leading Lebanese VC Fund)- Senior Associate**BEY | Oct 2015 – Jan 2020**

- Participated in the end to end due diligence including capital increase of 30 startups resulting in 40M USD invested in 19 companies.
- Advised and online dating platform international expansion plan evaluating, selecting, and launching in attractive markets.
- Authored and published several reports on the impact of VC investments on the Lebanese Economy and on specific industries.
- Created and led the quarterly and annual reports to LPs and the Board to evaluate the fund performance and strategy.
- Owned a portfolio of 9 companies working closely with C-level management on growth, funding, customer acquisition, go to market and grew the users and revenues of 4 startups by 30% and more in less than 6 months

Samsung Electronics-MENA HQ-Regional Key Account Data Analysis Manager**UAE | Apr 2014 – Jul 2015**

- Led the Data Analytics and Insights for Samsung in 20 markets analyzing trends and competition and planning contingencies.
- Designed the retail strategy and pricing plan for flagship devices resulting in a 30% increase in sales year to year.
- Managed internal projects such as Digital Transformation, Distribution Strategy and Field Force Upskilling

Earlier experiences include:

Uber UAE: Operations Manager Jan 2014-May 2014: Launched the operations of Uber in Abu Dhabi, building a fleet of 70 Cars, the highest rating in MENA (4.8/5) and revenue growth of 30% week on week.

Intigral (STC Subsidiary): Consultant in Corporate Strategy and Innovation Jul 2013- Jan 2014: (Contract) Launched the first Accelerator in the MENA region Afkar.me and handled program design, recruitment, and communications.

Red House Lebanon 2008-2011: Financial Consultant for a Real Estate Fund with projects in Algeria, Cyprus, Lebanon

INVESTMENT EXPERTISE

Functional: Due Diligence, Market Research, Strategy Consulting, Corporate Strategy, Financial Modelling, Project Management, C-Level Relationships, Data Analysis, Strategic Projects, Joint Ventures, M&A, Fund raising, Capital Increase, Legal Documents

Industry: Fintech, SaaS, Health Tech, AI, Climate Tech, Sustainability, Robotics, Energy, e-commerce

EDUCATION

Harvard Business School Online -Disruptive Strategy

USA | 2017

Insead-Master's in Business and Administration- Strategy and Entrepreneurship

FRA-SGP | 2012

HEC Paris/ Telecom ParisTech Master's in Digital Business & Strategy

FRA | 2006-2007

American University of Beirut BEng in Computer and Communication Engineering

BEY | 2002-2006**OTHER**

Languages: English, French, Arabic- Native

Computer Skills: Proficiency in MS Office Suite (PowerPoint, Word, Excel (advanced modeling), Pitchbook, Preqin, CBinsights, Affinity

Hobbies Basketball (Semi Professional Team Founder and Player), Travelling, Psychology, Technology

Work Eligibility: European Union through European Blue Card Program, Passeport Talent (France), GCC Countries