

LOAY HAMMAM TARABZONY

FINANCIAL SERVICES & REAL ESTATE EXECUTIVE

Certified Personal Financial Planner (CPFP) | Private Banking | Portfolio Leadership

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EXECUTIVE PROFILE

Financial services and real estate executive with 30+ years of experience spanning private banking, wealth advisory, family-office portfolio oversight, endowment leadership, business formation, and large-scale property development. Brings a relationship-led approach to investment strategy, governance, market analysis, stakeholder alignment, and operational execution. Career experience includes leadership responsibilities across a private family portfolio, King Abdulaziz Endowment, ASSETS ventures, Banque Saudi Fransi, the National Commercial Bank, and the Saudi American Bank.

SELECTED SCALE INDICATORS • AS REPORTED

≈ USD 1B CURRENT REAL ESTATE PORTFOLIO	>270M m ² ENDOWMENT LANDBANK	> USD 2B REAL ESTATE PROJECTS
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CORE LEADERSHIP AREAS

- Private Banking & Wealth Advisory
- Executive Leadership & Governance
- Strategic Growth & Partnerships
- High-Value Project Oversight
- Real Estate Portfolio Management
- Investment & Feasibility Analysis
- Client & Stakeholder Relationships
- Regulatory & Contractual Compliance

PROFESSIONAL EXPERIENCE

Family Office — Real Estate Portfolio May 2023–Present
Consultant | Jeddah

- Oversee a private family real estate portfolio reported at approximately USD 1 billion across Jeddah, Makkah, and Riyadh.
- Guide portfolio-performance initiatives, market analysis, feasibility reviews, and evaluation of investment opportunities.
- Support stakeholder negotiations, contract review, and compliance with applicable legal and regulatory requirements.
- Monitor real estate trends and advise on market dynamics, portfolio priorities, and prospective opportunities.

King Abdulaziz Endowment (Alain Alaziaia) 2018–2023
Secretary General & Chief Executive Officer | Jeddah

- Directed strategy and operations for an endowment with a landbank reported at more than 270 million square metres between Jeddah and Al Jamoom.
- Oversaw studies, planning, design, and construction activity across multiple real estate development initiatives.
- Established a Geographic Information Systems (GIS) centre to strengthen management, monitoring, and protection of land holdings.
- Led interdisciplinary teams and strengthened coordination across functions to advance institutional priorities.
- Introduced operational initiatives intended to improve resource utilisation and portfolio performance.

ASSETS Transportation 2017–2019
Executive Partner | Jeddah

- Co-founded the company and helped shape its public-transportation strategy, operating model, partnerships, and early growth.
- Developed business strategies focused on operating efficiency, commercial viability, and disciplined execution.
- Established partnerships and alliances to expand service capabilities and market reach.

Banque Saudi Fransi (now BSF) 2012–2014
Unit Head, Private Banking | Jeddah

- Led a high-net-worth private-banking portfolio with reported assets under management exceeding USD 1 billion.
- Directed tailored wealth strategies, team delivery, relationship management, and performance against business objectives.
- Led private-banking professionals in delivering responsive, high-quality service to affluent clients.
- Deepened client relationships through personalised advice and proactive wealth-management support.

PROFESSIONAL EXPERIENCE — CONTINUED

ASSETS Real Estate Investment Company

2006–2018

Executive Partner | Jeddah

- Co-founded the business and guided its strategic development, partnerships, and market expansion.
- Sourced and managed projects reported at more than USD 2 billion across Jeddah and Riyadh.
- Oversaw development and sales activity for a 4,000-unit housing project, aligning execution with market and regulatory requirements.
- Advised clients including Saudi Aramco, Petro Rabigh, and YASREF on market studies, pricing, fundraising, sales strategy, and related project considerations.
- Cultivated strategic partnerships intended to strengthen project viability and long-term investment outcomes.

ASSETS Financial Advisory

2005–2018

Executive Partner | Jeddah

- Co-founded the advisory business and led strategic planning, service development, and client relationship management.
- Advised clients with reported assets under management exceeding USD 100 million, developing tailored financial and investment plans.
- Supported implementation of customised investment strategies aligned with clients' circumstances and objectives.
- Strengthened market presence through proactive advisory delivery and long-term client stewardship.

National Commercial Bank (NCB; now Saudi National Bank)

2001–2005

Senior Relationship Manager, Private Banking | Jeddah

- Managed a diverse private-banking client portfolio with reported assets under management exceeding USD 1 billion.
- Delivered tailored financial advice, investment solutions, and relationship-led wealth-management support to high-net-worth clients.
- Maintained trusted client relationships through proactive communication and comprehensive portfolio service.

Saudi American Bank (later Samba)

1995–2001

Diamond Services Manager | Jeddah

- Led premium banking services for high-value clients, with responsibility for service quality, relationship continuity, and team performance.
- Built trusted client relationships through responsive, personalised banking support.
- Directed a service team focused on efficiency, consistency, and a high standard of client care.

EDUCATION & CREDENTIAL

Certified Personal Financial Planner (CPFP) Diploma | 2005

Institute of Banking, Riyadh, in cooperation with Dalhousie University, Canada

Coursework included personal financial analysis, client relationship skills, tangible-asset valuation, legal aspects of financial planning, risk management, and investment and capital-markets fundamentals.

Bachelor of Business Administration | 1995

King Abdulaziz University, Jeddah, Saudi Arabia

SELECTED PROFESSIONAL DEVELOPMENT

2022 Building Leadership Personality — European Business Center for Training, London

2004 Basic Investment Course — Institute of Banking, Riyadh

2002 International Capital Markets — National Commercial Bank, Jeddah

2002 SPIN Sales Program — National Commercial Bank, Jeddah

2001 Introduction to Bank Lending Seminar — National Commercial Bank, Jeddah

2000 Time Management — SAMBA Center of Banking & Finance, Riyadh

1998 Basic Investment Products — SAMBA Center of Banking & Finance, Riyadh

1995 Management Associate Development Program — Citibank, Singapore

LANGUAGES

Arabic — Fluent • **English** — Fluent • **Italian** — Basic spoken