

# Waiel Abdulaziz Alrashed

## Signature Skills

Visionary  
Operations Excellence  
Establishing Vision, Mission & Values  
Organizational Structure  
Project Management  
Securities Depository  
IPO Processes  
Companies Digitization  
Strategies Formulation  
Policies & Procedures  
Change Management  
Culture Builder and Thought Leader

## Personal Skills

Entrepreneurial  
Hands-On  
Resourceful  
Socially Interactive

## Education

1999  
Bachelor in Business  
Administration AIU, USA  
  
2000  
Diploma in Computer Operations  
MTI, USA

## Marital Status

Married  
Two Daughters

## Contact Information

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## Introduction

**Successful history of strategic operations leadership, executive management and more than two decades of career distinguished by sustained accomplishments.**

**Operational Champion, history of streamlining existing operations,** envisioning new concepts and future trends. Enabling significant cost reductions, optimized efficiency levels and governance.

**Evangelizing business vision and mission** to guide and setting pace for its current operations and future development.

**Dexterously managed Digital Content Transformation** for Saudi Stock Exchange.

**Business veteran, leveraging historic abilities** whilst directing several key projects including Companies Digitization and strategies formulation.

## Work Experience

**Chief Operations Officer, 2017 – Present**  
**Securities Depository Center (Edaa)**



*Edaa, the sole Securities Depository Center in the Kingdom, its principal activities are to operate and maintain the Depository and Settlement System.*

- Hand-selected to join Edaa, entrusted with the highest level of authority - command Operations Division / excellence since its establishment in January 2017.
- Established the Operations Division, which is the backbone of Edaa, and the largest in terms of working team, departments, and the sections it consists of.
- Providing leadership for driving operations excellence of the division associated with depositing, registering, and settling Traded Securities in the Saudi Stock Market.
- Established vision and mission, organizational structure, recruited senior team, setting standards & measurement mechanisms for measurement for Edaa as a new establishment.
- Successfully managed several major initiatives at the Saudi Stock Market level
  - the IPO Processes of Saudi Aramco
  - transition to T+2 standard settlement cycle for all listed securities
  - government debt instruments registration
  - the Post Trade Technology Program with NASDAQ
  - launched first parallel equity market
  - joined the emerging market indices (S&P Dow Jones, FTSE Russell and MSCI).

**Head, Securities Depository Center, 2008 - 2017**  
**Saudi Stock Exchange (TADAWUL)**



*Tadawul, the sole entity authorized in the Kingdom to act as the Securities Exchange. It is considered the largest capital market in the Middle East and North Africa. As of December 2019, Tadawul is considered the world's ninth-biggest stock market.*

- Played a pivotal role in managing the Digital Content Transformation which is considered one of the important strategic goals of Saudi Stock Exchange.
- Joined as Project Manager, moved on upward career trajectories, to merit multiple promotions to the position of Content Manager, then to Manager of Corporate Operations Department, and to the Head of Securities Depository Center.
- Elected as Member of the Group of Creative Leaders, embedded the highest standards of ethics, including regulatory and business conduct, across TADAWUL.
- Successfully led major initiatives in Saudi Stock Market
  - development of a separate sector for Real Estate Investment Traded Funds
  - apply disclosure mechanism of the main investors' ownership in the market
  - opened the market to institutional investors, QFI and qualified retail investors
  - enhanced Independent Custody Model & Implementation of trading over the Counter
  - launched the new Tradable Rights Framework.

**Senior Consultant, 2000 - 2008**  
**Al-Rashed Consultants & CPAs**



*Al-Rashed, provides professional services such as Corporation Financial Health, Corporation Valuation, MIS, Organization Structure, Strategic planning and privatization.*

- Led projects and provided strategic consultancy for automation of private companies and government agencies, aided in formulating strategies.
- Essayed a stellar role in formulating the company's future direction, development of business plans, creation of organizational structures and development of policies & procedures.