



ALIGN. OPTIMIZE. **EMPOWER.**

A SMALL BOOK ABOUT
MAKING A DIFFERENCE

IF YOU HAVE PASSION, YOU CAN TRANSFORM POSSIBILITIES INTO REALITY
ANALYST/MANAMA THE GREATEST LESSONS AT HAC COME FROM THE PEOPLE YOU WORK WITH, NOT ONLY BECAUSE THEY ARE BRILLIANT, BUT BECAUSE THEY SEE PROBLEMS DIFFERENTLY **CONSULTANT/RIYADH** BRINGING TOGETHER EXCEPTIONAL MINDS IN A COLLABORATIVE ENVIRONMENT TO SOLVE COMPLEX CHALLENGES IS A SOURCE OF ENERGY I TAP INTO EVERY WEEK **SENIOR CONSULTANT/DUBAI** I HAVE WORKED TO SHAPE STRATEGIES AND DRIVE SOLUTIONS THAT IMPROVE LIVES AND STRENGTHEN ORGANIZATIONS **CONSULTANT/JEDDAH** I HAVE FOUND A UNIQUE ENERGY AT HAC — A CONSTANT PUSH TO THINK FURTHER AND ACT WITH PURPOSE **ASSOCIATE/CAIRO** SINCE I FIRST STARTED, I HAVE BEEN LEARNING WHAT “IMPACT” MEANS IN REAL BUSINESS CONTEXTS **PROJECT LEADER/MANAMA** EVERY PROJECT PUSHES ME TO THINK DEEPER, MOVE FASTER, AND DELIVER RESULTS THAT TRULY MATTER **ANALYST/JEDDAH** NEVER A DULL MOMENT. THIS IS A PLACE FOR CURIOUS MINDS AND CREATIVE THINKERS WHO REFUSE TO STAY STILL **ANALYST/CAIRO** YOU ARE SURROUNDED BY SMART, SUPPORTIVE PEOPLE WHO GENUINELY WANT YOU TO SUCCEED **ANALYST/MANAMA** I FOUND A PLATFORM TO CREATE LASTING IMPACT, TOGETHER WITH OUR CLIENTS, ACROSS THE REGION AND BEYOND **PRINCIPAL/RIYADH** IT’S NOT ALWAYS EASY, BUT IT’S NEVER REPETITIVE **PARTNER/CAIRO** I’M MOTIVATED EVERY DAY TO DRIVE CHANGE THAT IS BOTH ECONOMICALLY SOUND AND SOCIALLY MEANINGFUL **ASSOCIATE/JEDDAH** BY THE END OF EACH PROJECT, I WALK AWAY WITH TRUST, GRATITUDE, AND PARTNERSHIPS THAT LAST **CONSULTANT/RIYADH** THERE ARE TRULY NO BOUNDARIES AT HAC — JUST NEW MARKETS TO LEARN FROM AND NEW PROBLEMS TO SOLVE **CONSULTANT/MANAMA**



FROM FRAGILE ROOTS
TO LASTING
STRENGTH, DRIVEN BY
INSIGHT, CERTIFIED BY
ISO STANDARDS, AND
GROWN THROUGH
REAL IMPACT

Hesham Abbas founded HAC with a vision grounded in operational excellence and sustainable growth. With over 35 years of industry experience—including tenure as GM of Intertek Middle East—he built HAC to serve as a trusted partner in performance improvement and innovation. Drawing from his leadership roles and deep technical expertise, Hesham created a firm committed to practical impact and long-term value. We, as a firm, do believe in what Hesham believes in:

“True consulting is not just about advice. It is about **transformation**, about becoming a partner in progress and driving meaningful, lasting change **from within.**”





WHO WE ARE

Hesham Abbas for Consulting (HAC) is a specialized consulting firm focused on enabling Middle Eastern organizations to excel through ISO certifications, strategic operations, and performance-driven management systems. We partner with companies across industries to help them achieve operational excellence, meet international standards, and build scalable, efficient organizations rooted in long-term success. From regulatory readiness to strategic growth planning, our work blends technical precision with deep regional understanding to deliver meaningful outcomes.

Founded on decades of industry expertise, HAC takes pride in delivering consulting services that not only meet compliance needs, but also enhance resilience, profitability, and impact.

EMPOWERING GROWTH, DELIVERING EXCELLENCE

Involving employees in the transformation process has been critical to our success. When employees felt heard and valued, they were more likely to support the change. This involved seeking feedback, involving employees in decision-making, and empowering them to take ownership of the change.

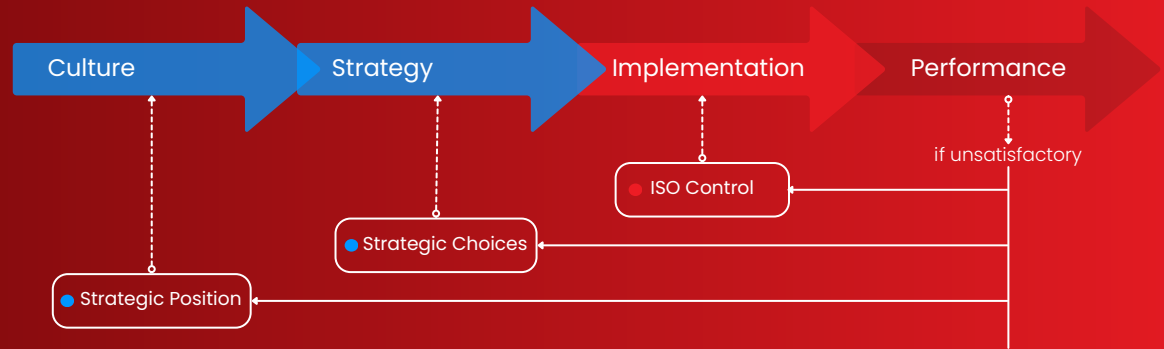
OUR CONSULTING ETHOS

Transformation is not a one-time event. It requires a continuous improvement mindset. The company has embraced a culture of continuous improvement, regularly evaluating processes, seeking feedback, and making adjustments to ensure every transformation or engagement remained relevant and effective.

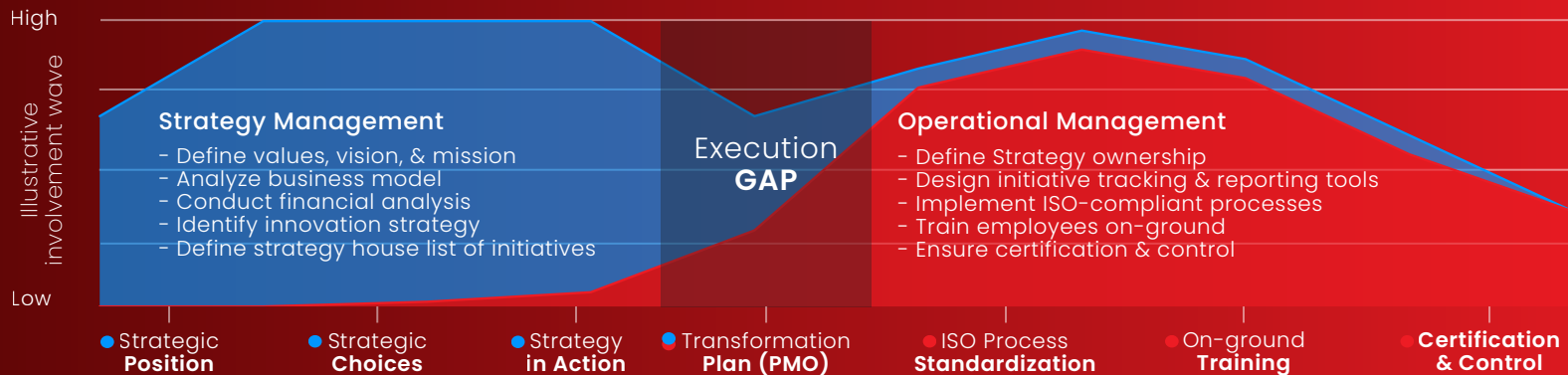
OUR ADVISORY PHILOSOPHY

We view performance challenges as systemic, not isolated.

When results fall short, the solution is not always to redesign strategy or increase effort. The right intervention depends on identifying whether the constraint lies in execution discipline, strategic clarity, or organizational culture.



*90% of organizations fail to execute their strategies—Our advisory work is structured to support clients across this full cycle, ensuring strategy is not only well-defined, but effectively executed and sustained over time.



*Harvard Business School, 2023

We strengthen organizations by embedding excellence into every layer of operations. Whether it's achieving ISO certification, refining strategy, or upskilling teams, we empower clients to lead with confidence and outperform with consistency.

We unlock value through **ISO expertise** and strategic insight



Financial Performance Optimization

15x
Strategy Management Engagement

250x
Other ISO Management Systems

Certification
Consultation
Training

100x
ISO 14001 Environmental Management Systems (EMS) transformation

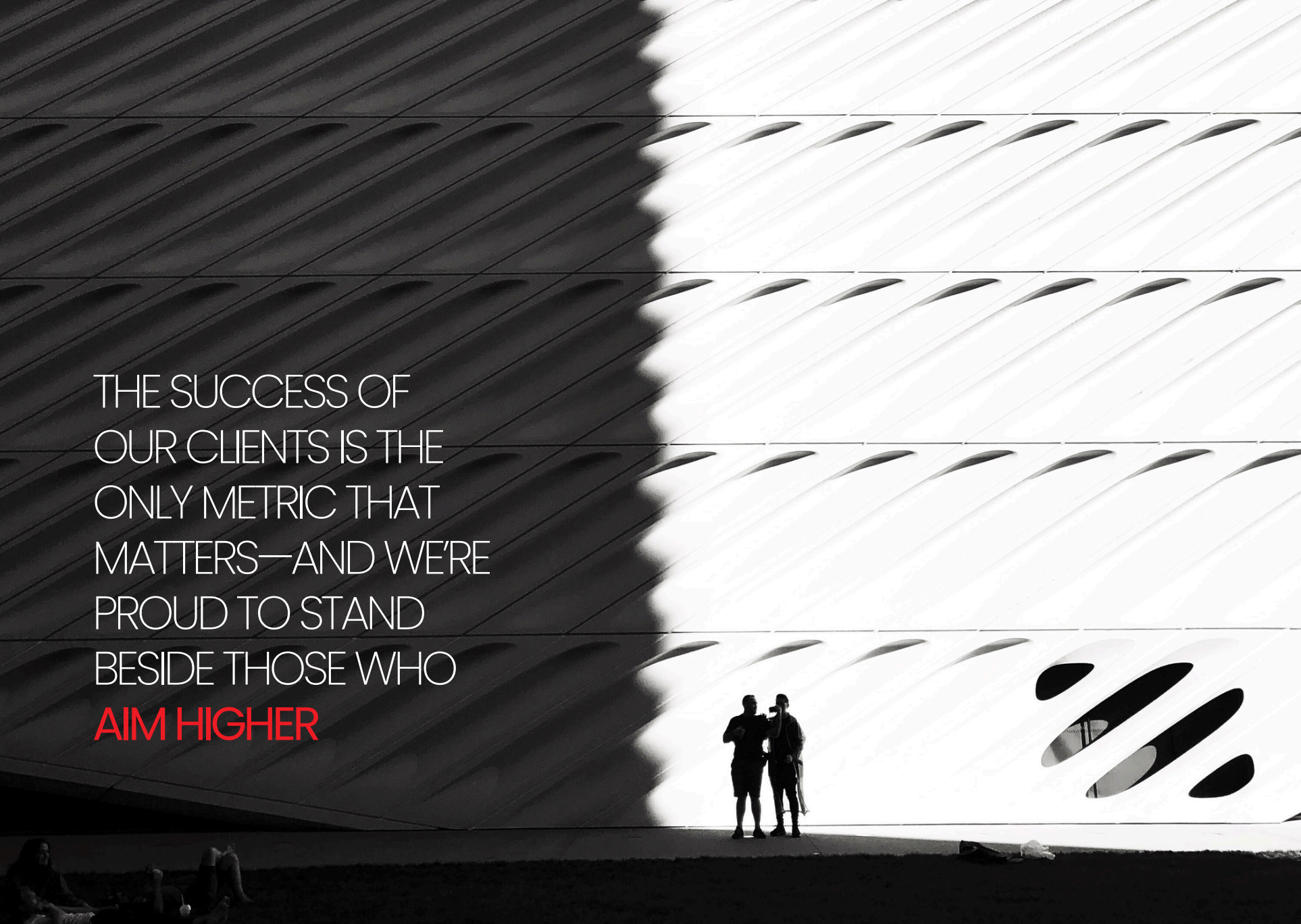
Certification
Consultation
Training

400x
ISO FSSC 22000 Food safety management system (FSMS) transformation

Certification
Consultation
Training

↑
1000x
ISO 9001 Quality management systems (QMS) transformation

Certification
Consultation
Training



THE SUCCESS OF
OUR CLIENTS IS THE
ONLY METRIC THAT
MATTERS—AND WE'RE
PROUD TO STAND
BESIDE THOSE WHO

AIM HIGHER



شركة الحياة الاستثمارية
ALHAYAT INVESTMENTS CO.

Partnering with clients from every industry sector



Our work with clients spans diverse industries—including manufacturing, healthcare, government, food, education, and services—reflecting our deep commitment to enabling excellence at every level. With 75+ projects across 30+ organizations in 2024 alone, the impact we create is as transformative for communities as it is for businesses.



We foster
deep,
enduring,
long lasting
relationships
with our clients

"The HAC consultants we worked with saw themselves as part of the transformation team, not just external auditors trying to impose standards from the outside."

CHIEF EXECUTIVE / NATIONAL AUTHORITY / BAHRAIN

"I've worked with many consultants and even spent years at a leading firm myself. Most projects end with reports and limited action. With HAC, results came with real on ground impact and aligned with expectations. It's the most effective consulting project I've seen, with full ROI in six months."

QUALITY DIRECTOR / FMCG COMPANY / SAUDI ARABIA

"The HAC partners were genuinely committed to our mission, helping us tackle one of our region's most pressing issues. They cared about our outcomes as much as we did."

CHAIRPERSON / SOCIAL IMPACT ORGANIZATION / SAUDI ARABIA

"HAC's greatest strength lies in their ISO level insights: they bring deep analytical rigor and creativity to design operational models that truly set you apart."

PRESIDENT / F&B COMPANY / UAE

"It's a highly personalized approach, thoughtfully aligned with the unique needs and maturity level of each client."

CEO / INDUSTRIAL GROUP / EGYPT

We intentionally build teams with diverse experiences and perspectives—from varied academic backgrounds to unique industry insights. No two team members are alike, and every voice is heard. There are no sidelines: everyone contributes, and every contribution matters. Our deliberately low partner-to-consultant ratio ensures that each team member works closely with senior leadership—fostering mentorship, accountability, and shared impact from day one.

Our leaders are more than experts—they're **long-term allies** in your growth story



ABDELRAHMAN MADANY
Senior Partner & Managing Partner

Previous Media experience with **SnapChat**
Specializes in Strategic Marketing & Digital Advertising with **8+ years** of experience
Holds **dual degrees** in Marketing & Mass Communication from **AUC**.



ABDULLAH MADANY
Senior Partner & Managing Partner

Previous FMCG experience with **PepsiCo**
Specializes in Strategy & Operations
MSc in Engineering Business Management from the University of **Bath**.
Holds engineering and leadership credentials from **AUC, MIT, and Harvard**.



AMEL EL SAID
Chief of Staff

25+ years of experience across **Middle East**
Specializes in Organizational Development & Change Management with **12+ years** of experience
Holds an **MBA** and Business Management degree from Alexandria University.

With headquarters in Bahrain and established offices in Jeddah and Cairo, HAC is strategically positioned to serve clients across the Middle East and North Africa. Our regional footprint empowers us to deliver localized insights and customized solutions that resonate with the unique challenges and opportunities of each market. This presence ensures deeper client engagement, faster response times, and a nuanced understanding of local business landscapes.



01

MANAMA, BAHRAIN

Our Bahrain headquarters acts as the **central nerve center** of our operations, providing strong leadership and seamless coordination across all service lines. From here, we drive **strategic initiatives** and **oversee projects** that address the diverse needs of our Middle Eastern clients.

02

JEDDAH, SAUDI ARABIA

Our Jeddah office **strengthens our foothold in Saudi Arabia**, a vital market with growing demand for ISO consultancy and strategic management services. This location enhances our ability to build **closer partnerships** with Saudi businesses and **respond effectively** to regional dynamics.

03

CAIRO, EGYPT

In Cairo, our branch **extends HAC's reach into Egypt**, one of North Africa's most dynamic economies. By being on the ground, we tailor our consulting and ISO certification services to Egypt's varied industries, ensuring relevance and impact for local organizations.

Together, **our offices form a robust network** that combines regional expertise with global standards



LET'S SHAPE YOUR FUTURE TOGETHER
—ALL EMPOWERING JOURNEYS
START WITH A CONVERSATION

Contact us for more information



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