

Nouf Al-Haqbani

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PROFILE

A well networked and travelled Saudi Private Banker, Excellent in Wealth /portfolio management with multifunctional experience in multinational Bank/Institutions. I am now looking to continue making a significant contribution as senior appointment with global responsibility.

The experience gathered all through this time that I have worked at Credit Suisse and HSBC (SABB) bank wealth management - as a private banker for KSA has enabled me address issues concerning investment banking, UHNW client's segments, equity and capital raise with great vision and upright decision making.

In private banking, wealth management and investment management, I have built & developed great connections with the UHNW clients in KSA; as well as I have developed an enormous investment & product knowledge.

WORK EXPERIENCE

Aug 2018-Current Bedaya Najd Medical Board Member

Managing pharmaceutical and healthcare company specializing in the supply, manufacturing and distribution of pharmaceuticals, OTC and medical supplies to government and private hospitals in KSA

Dec2018-Current Dar Bedaya

KSA Focused financial advisory firm offering a full suite of financial consultancy, market research, data analytical and risk management.

Dar Bedaya has Suisse subsidiaries focused on Blockchain, Crypto advisory assets and implementation services, we build crypto-financial infrastructure based on different blockchain protocols, applying cutting-edge cryptography and security engineering.

SeedFord Capital Managing Partner

Privately owned Independent investment boutique, entirely focused, providing long-term stability Institutional partners.

SeedFord Partners
Managing Partner

Seedford Partners is a hybrid private investment boutique, aligned interest fundraiser and corporate finance firms, we actively invest and organize investment syndicate with pedigree institutional Venture Capitalist and corporate partners. We add strategic value across the lifecycle of the company ,facilitating fundraising to exit .

We have special interest in life sciences, longevity, Gene therapy and regenerative medicine enterprise software, and space commerce and resources .

May 2016 – OCT 2018

CREDIT SUISSE BANK – Switzerland

Vice President – International wealth management

- Responsible international wealth management of clients UHNW and institutions.
- Focus on Discretionary Mandates, Investment Advisory, Structured Products, Lombard Lending, Mortgages and Wealth and Tax Planning, including private trusts services.

Jan 2015 – Feb 2016

TAWUNIYA – KSA.

Investment Manager

Senior investment manager responsible if \$7 of assets under management, policy holder and shareholders assets.

- Heading Investor relations department
- Responsible of money market and fixed income books
- Point of contact for risk department, finance, and board of directors.
- Managing the private equity, real estate and fund of hedge fund portfolios.
- Monitoring sector relative value allocation, portfolio construction and tactical trading books.

Jan 2013 – Jan 2015

MEDGULF INSURANCE COMPANY – KSA.

Head of Investment & Treasury

Key Deliverables:

Portfolio management of 1.6 BN USD Under management

- Responsible of treasury and investment department
- Set up ALM system and VAR Model from scratch
- Formulated investment and treasury policies and procedures
- Responsible of short term and long term local and international investment portfolios

Nov 2007 – Dec 2012

SAUDI ARABIA BRITISH BANK – SABB International Bank & Institution (HSBC – KSA)

Senior Treasury Assistant

- Conscientious for managing the Global market product control functions for rate and structured rate, balance sheet, money market, debt capital market amongst others.
- Analyzing the market and credit risk that traders are taking on to the balance sheet in conducting their daily trades and setting limits on the amount of capital that they are able to trade in order to prevent 'bad' trades having a detrimental effect to a desk.
- Involve in deal execution decision and counterparty credit rating evaluations.

Jun 2005 – Nov 2007

SAUDI ARABIA BRITISH BANK – SABB International Bank & Institution (HSBC – KSA)

UHNWI & HNWI Services representative – RM

- Successfully managed USD1.3BN asset portfolio out of which USD300mm new assets.
- Promoting and structure cross selling strategy that made a significant contribution and profit's records.
- Generated high revenue, exceeding goals by 300%, With Excellent tracking record in client acquisition.
- Advising Ultra high net worth with investment strategies equities, fixed income, foreign exchange, heading as well as investment saving plans.
- Dealt with delivery of brokerage, investment management, trust and insurance products & services.
- Make investments recommendations and portfolio management services.

1996 – 2005

SAUD ALHAQBANI FAMILY OFFICE - KSA

Investment manager

- Managed family wealth & investment including acquisitions, JVs, fund refinancing, and capital rising through family networking, Public Relations amongst other designated jobs.
- Corporate finance & investment decisions at regional level.
- Responsible of portfolio divestment decisions, deployments and other green field projects

EDUCATION

- **Master 2 Droit Université Panthéon Assas (Paris II)**
- **MBA in Finance Geneva Business School, Switzerland**
- **BA in Law University of Cairo, Egypt**

TRAINING

✓ **HSBC Business School**

M&A training 2012

Private Equity 2012

Private Banking, Wealth Management - Financial Planning & Portfolio management 2012
IFRS Framework for Financial Statements 2011
Basel II&III training 2011
Compliance training 2011
Dealing Room Organization training 2011
Understanding Credit Derivative training 2011
Hedge Fund Investing 2011
Treasury Product training 2010
Dealing Room Organization Accreditation Program 2007
Anti-Money Laundering "AML" 2006

- ✓ **CMA** CME-1 (1-2 parts General Securities) Saudi Arabia
- ✓ **Investment certificate** (Hedge fund, PE, M&A) 2012 London
- ✓ **CWM-Certified Wealth Manager** (American Academy of Financial Management (**AAFM**) 2013 USA
- ✓ **New York school of finance** (6 months investment program with hand on experience in Wall Street's investment firms) USA

Professional and Community Involvement

- Core member in Women Investment Professionals USA & European professional women Paris.
- ACIG Insurance board and investment committee member

PERSONAL DOSSIER

Linguistic Proficiency: English, Arabic and French

Nationality: Saudi Arabian, Female

Current Location: Riyadh, Saudi Arabia
