



**Ahmad AR. BinDawood**

**Chief Executive Officer, Danube & BinDawood**

Ahmad oversees the strategic direction of the Saudi based retail company, the BinDawood Group's Danube and BinDawood stores. Founded in 1984, with more than 10,000 employees across Saudi Arabia, the BinDawood Group has become of the MENA region's largest retail operators with extensive operations including supermarkets, hypermarkets, department stores and imports providing the Kingdom the widest international offering of food and grocery items.

Ahmad currently sits on the board of directors of the Red Sea malls, implementing and enhancing the corporate governance of the group

and he was a key member of the team who closed one of the region's major business transactions with Bahrain based investment bank Investcorp in 2015.

Ahmad joined the group at the start of his career and has held a number of positions in the group until he was appointed to the board of directors and CEO of Danube in 2014. In 2018 he was appointed CEO of both Danube and BinDawood supermarkets.

Ahmad has led Danube through a period of dramatic revitalization and growth, continually sustaining double-digit growth for the company. He has transformed Danube Company Ltd. from 9 branches to 40 branches by May 2018, with ambitious expansion plans to open more stores across the Kingdom and regional markets in the coming years. He is spearheading taking the group's business online and has been an instrumental driving force behind the highly innovative e-commerce platform for the Danube Online and the Danube App, the Middle East's largest e-commerce grocery platform, leading the group to win 'Retail Technology of the Year' award at the 2018 Seamless Awards and 'Most Admired Food & Grocery retailer in KSA' at the 2018 Middle East Retail Awards. In 2019 Ahmad was awarded 'CEO Masterclass of the Year' at the Saudi Top Achiever Awards' in collaboration with the Jeddah Chamber of Commerce.

Ahmad graduated from with a degree in International Business Administration from King Abdulaziz University, Jeddah, Saudi Arabia. He has completed the Investcorp Leadership Program in Cambridge UK and has also participated as a public speaker at Investcorp conferences. Ahmad is a *Forbes Middle East* contributor and an active member of Young Presidents' Organization (YPO). He is currently attending an Executive Program in Management from Columbia Business School, New York.

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