

BASEL ZAYYAT

Senior Executive | Portfolio Management | Joint Ventures | Value Creation

basil.zayyat@gmail.com | +962777605604 | Amman, Jordan

linkedin.com/in/baselzayyat | Dual Citizenship: Jordanian & Greek

EXECUTIVE SUMMARY

- Senior executive specialized in portfolio management, joint ventures, and national transformation programs across MENA
- 20+ years leading \$400M+ portfolios and 100+ concurrent initiatives across energy, industrials, and national development programs
- Proven track record structuring and integrating major joint ventures (Al Shaheen-GE JV, GE-Baker Hughes merger) and building scalable holding company frameworks
- Currently overseeing Jordan's Economic Modernisation Vision initiatives across high-value industries, trade, and mining, advising ministers and senior cabinet officials
- Blend of technical project leadership (GE-certified), P&L ownership, and policy-level stakeholder management, with deep experience across GCC and wider MENAT region
- Recognized by His Majesty King Abdullah II with the Silver Jubilee Medal (2024) for contributions to national development

CORE EXPERTISE

Portfolio & Transformation

- Mega-project delivery
- PMO governance
- Digital transformation
- Operational excellence

JV & Corporate Development

- Joint venture structuring
- M&A integration
- Partnership frameworks
- Governance design

Leadership & Financial Management

- P&L management (\$400M+)
- Executive reporting
- Government relations
- Cost optimization

PROFESSIONAL EXPERIENCE

High Value Industries, Trade and Mining Policies Department Manager

Senior Government Advisory Office | 2022 - Present | Amman, Jordan

- Lead portfolio of 100+ Economic Modernisation Vision initiatives and cross-functional team across high-value industries, trade, and mining, with direct oversight of the Risha gas project and five national flagship programs
- Advise ministers and senior cabinet officials on industrial policy, investment frameworks, and execution roadmaps to improve Jordan's global competitiveness
- Structure public-private partnerships and joint ventures with international investors to drive industrial development and economic growth
- Track national performance indicators and develop strategic interventions to address competitive gaps and implementation bottlenecks

Principal Consultant

Enervail | 2021 - 2022 | KSA / Bahrain

- Advised startups and SMEs on growth strategy, organizational restructuring, and digital transformation across the Gulf region
- Developed data-driven execution plans for market entry, pricing, and business model innovation

COO - Director of Operations

Aujan Industrial Solutions | 2020 - 2021 | Dammam, KSA | P&L: \$60M+

- Restructured operations by separating sales and fulfillment functions, improving efficiency by 30% and clarifying accountability
- Led ERP implementation and business systems optimization across multiple business units, enhancing reporting and decision support
- Established performance management frameworks and KPI dashboards, enabling real-time executive decision-making

Project Director - Regional Services Leader, Turbomachinery & Process Solutions

Baker Hughes, a GE company | 2007 - 2019 | MENAT&P Region | Portfolio: \$400M+ annually

- Managed downstream projects and services portfolio exceeding \$400M annually across the Middle East, North Africa, Turkey, and Pakistan, leading teams of 200+ professionals
- Led Al Shaheen-GE Services JV formation with a Qatar Petroleum subsidiary, from deal closing through operational integration and ramp-up
- Directed GE-Baker Hughes merger integration in Saudi Arabia, ensuring seamless operational continuity and alignment of processes
- Delivered turbomachinery services for major energy clients including SABIC, Aramco, Qatar Petroleum, and ADNOC with zero safety incidents
- Achieved 40% cost reduction on Iraq mega power projects through innovative online auction and procurement strategies
- Implemented AI-driven predictive maintenance models, improving equipment availability by 25% and optimizing resource planning
- Achieved 100% localization of project management staff across GCC operations, building sustainable local capability

Early Career

Various Organizations | 2001 - 2007

- Progressive engineering and project management roles at Dar Al Hadassah, GE, and GE Oil & Gas, building a strong foundation in technical delivery, automation, and contract management

EDUCATION

Master of Legal Studies (MLS) - Northeastern University, USA, 2024

Accelerated Management Program - Yale School of Management, Executive Education

GE Project Management Leadership Program - Georgia Institute of Technology, USA

B.E. Civil Engineering and Environmental Studies - Jordan University of Science and Technology, Jordan

SELECT ACHIEVEMENTS & RECOGNITION

- Silver Jubilee Medal - Awarded by His Majesty King Abdullah II (2024) for contributions to Jordan's national development
- Portfolio Scale - Managed \$400M+ annual services portfolio across eight countries and 50+ facilities
- National Impact - Orchestrating 100+ initiatives driving Jordan's economic transformation
- Operational Excellence - Achieved 100% staff localization across GCC operations
- Innovation - Pioneered AI forecasting models and digital procurement platforms in the energy sector