

Hazem Hassanin

Founder & CEO, Consulting Bay



More than 30 years of professional experience across government entities, state-owned enterprises, diversified groups and growing organisations in Egypt and the GCC. Hazem helps boards, founders and executive teams translate strategic direction into implementation, connecting operating models, governance, leadership, culture, human capital and digital transformation.

Experience that informs Consulting Bay

Hazem combines executive leadership, hands-on consulting and implementation, project management with international providers, and executive education. His work connects strategic direction with operating models, governance, people, culture and organisational capability.

Strategy and transformation

Led public- and private-sector transformation initiatives linking strategy formulation with execution, strategic repositioning and organisational agility.

Operating models and governance

Designed operating models, governance frameworks, organisation structures and shared-service solutions in complex institutional settings.

Leadership and organisational capability

Advised boards, CEOs, founders, regulators and executive teams on growth and effectiveness; supported leadership continuity, culture, workforce stability, productivity and execution discipline.

Leadership background

Founder and CEO of Consulting Bay since 2018. Previously CEO of Global Innovation Company (GIC), part of NTEC, a subsidiary of Kuwait Investment Authority. His earlier career spans group human-resources leadership, manufacturing, media and professional services. He also works as an independent strategist and fractional CEO, and teaches digital transformation strategy in the AASTMT MBA programme.

Selected experience

GIC and public-sector transformation

During his GIC professional experience, Hazem led work involving NTEC and TEC, including organisational design, governance, human-capital systems, change management and implementation. His public-sector experience also includes PAHW and KPTC; their scopes are described collectively in the source project portfolio.

Consulting Bay delivery

Hazem delivered the PUMC assignment in his capacity as CEO of Consulting Bay, addressing strategic assessment, organisational design, governance, people and culture, compensation and implementation support.

Personal delivery and international providers

Other assignments include work delivered personally and project-management roles with international providers such as Hay Group and Mercer. His contribution varied by assignment and included direct delivery, leadership, coordination and implementation.

Executive selection and institutional capability

Experience includes senior leadership selection, benchmarking, talent development, performance and rewards, policies, process outsourcing and automation, and organisational turnaround.

Breadth of experience

Across government and state-owned enterprises, diversified groups and growing businesses, his sector experience includes manufacturing, technology, healthcare, retail, energy, transport, housing, construction, education, media, investment, tourism and professional services.

Education and professional development

Commerce and business administration at Cairo University; human-resource management at the American University in Cairo; organisational management at Florida State University; SPHRi professional development and ICF ACC training. These are historical qualifications and training references.

Professional context

The experience above belongs to the founder's professional history. Prior employers, client references and international providers are not presented as current Consulting Bay clients or partners.