



**Emhemmed Abdurrahman Ghula**  
**C.V**

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**Managing Director / Country Manager / Project  
Director/Arbitrator/Mediatro/DAB**

Construction / Civil Engineering / Contracts / Claims / Disputes / General management

Highly experienced Project Director with an extensive strategic and technical background and over twenty years' international experience of working on very large-scale 'mega' construction projects. Significant experience of managing the full lifecycle of very large projects encompassing pre-sales and tender management, solution design, construction, pre-commissioning, commissioning and client handover. Specific expertise in the construction of very large residential complexes, hotels and resorts, shopping malls, commercial and corporate accommodation and associated infrastructure. A strong track record of real estate investment with in-depth experience of advising investors and clients on market trends, the commercial feasibility of projects, proposed selling prices, return on investment and sources of funding. Further experience of devising high impact marketing plans including branding, promotions and advertising strategies. An energetic, adaptable and highly motivated engineering professional with excellent leadership and interpersonal qualities who is able to work effectively as a Project Director and consistently deliver every aspect of major construction projects to time, cost and quality targets and best practice international standards

**CORE COMPETENCIES**

Real Estate Development ▪ Construction and Property Management ▪ Investment & Facility Management ▪ Contract Negotiation ▪ Project Planning ▪ Construction ▪ Project Management ▪ Program Management ▪ Leadership ▪ Communication  
▪ Customer Relationship Management ▪ Stakeholder Engagement ▪ Construction Dispute Adjudication ▪ Arbitration  
Financial Management ▪ Financial Documentation ▪ Budget Management ▪ Resource Planning ▪ Business Relationship Management ▪ Management Reporting ▪ Financial Reporting ▪ Policies & Procedures ▪ Risk Analysis  
▪ Risk Management Board Chairmanship  
▪ Team Building ▪ Business Case Development ▪ Sales & Marketing ▪ Funding ▪ Health & Safety ▪ General Management ▪ Investment Management

**KEY SKILLS AND ACHIEVEMENTS**

- As Senior Development Manager directed the Saraya Aqaba Project (the construction of a small gated town with residential compounds consisting of 866 units plus infrastructure) with a budget value of \$1.4 Billion. Significantly reduced construction costs of the residential compounds by applying value engineering principles and techniques.
- Appointed as Development Program Director of Marsa Zayed, a mega project comprising a new town including all services, infrastructure and services and with a budget value of 12 billion Jordanian Dinars. Played a pivotal role in devising the sales strategy of the first developed village which ensured that 20% of units of the apartment towers were leased prior to construction.
- As Country Director with Al Maabar based in Tripoli, Libya, led a £250 million project to construct a 4-star hotel tower consisting of 200 rooms and 100 serviced apartments, a 31-floor office tower, 12 residential buildings, a sports and health centre and car park. Secured the leasing of every unit in the office tower prior to the start of construction.
- Appointed as Country Director at Al Maabar with substantial strategic, operational and commercial responsibilities. This included securing the funding for the US\$250 million-dollar project. Established long term relationships with the local business community. Secured funding of \$200 million through a consortium of banks.

- Over the course of 25 years in executive level roles in the international construction industry gained expertise in real estate planning and strategy, financial management, financial modelling techniques and critical analytical frameworks. Led the full life cycle of multiple 'mega' projects to time, cost and quality targets and standards.
- Expertise in Construction Dispute Adjudication and Arbitration. Appointed as an Executive Member of the Arab Association for Engineering Arbitration and as a Fellow of the International Federation of Consulting Engineers (FIDIC). A Certified FIDIC Contracts Trainer. Extensive experience of deploying dispute resolution strategies. A representative of the Dispute Resolution Boards Foundation for Libya. Certified Arbitrator. Certified Dispute Board Member.
- Expertise in engaging with investors and providing in-depth expertise in preparing commercial feasibility studies which focus on the relationship between forecast construction costs and forecast income projections. This extensive advance work results in carefully planned and structured projects which maximize the Internal Rate of Return (IRR), achieve all planned sustainability targets and comply in full with the project master plan.

## **PROFESSIONAL EXPERIENCE**

### **Ghula & Co**

**December 2019 – Present**

Establishing new Private Company in the service of construction contracts and claims consultancy.

#### **Key activities**

- Contracts negotiation,
- Claims consultancy.
- Dispute resolution management,
- Mediation,
- project management consultancy,
- Dispute review and adjudication consultancy,
- Arbitration Consultants
- Training

### **Eagle Hills, Jordan**

**Sep 2015 – November 2019**

Appointed as Head of Saraya Aqaba Project (Value: \$1.4 Billion) - a small gated town consisting of 4 hotels, beach club, water park, convention centre, mall, lagoon, waterfront, and 10 residential compounds providing 866 units.

#### **Key activities and achievements**

- Led every aspect of this mega project including engaging with all project stakeholders and managing all commercial third-party relationships with sub-contractors, suppliers and local partners.
- Placed a key focus on supporting Quality, Health, and Safety Environment (QHSE) activities and ensured that these were fully supported by robust procedures to guarantee project delivery to the highest standards.
- Led, managed and delivered operational excellence and efficiency throughout the bid, pre-construction and construction phases of the project.
- Oversaw the implementation of all of the project objectives defined in the master plan and monitored all issues relating to the project design, project feasibility, QHSE, contractual issues & contractor performance.
- Coordinated all project activities and liaised with the project teams to ensure a fully cohesive approach.
- Proactively managed the customer experience during delivery, including change and decision making to effectively manage expectations, and maintain long-term relationships.
- Liaised with the upper management on strategies to maximise IRR and master plan compliance.
- Reduced the construction cost of the residential compounds by applying value engineering principles.
- Ensured that safety targets and standards were fully met and communicated to the project teams.
- Played a pivotal role in developing the strategic plans for the project which included the commercial feasibility study and an in-depth analysis of project costs and projected income on completion of the project.
- Undertook a detailed analysis of market trends, advised on proposed selling prices and likely rental values.
- Provided major stakeholders with expert advice on key commercial issues including hold/sell decisions, level of pre-commitment and the contractual terms contained within ground leases.

### **Al Maabar, Jordan**

**Aug 2008 – Sep 2015**

#### **Marsa Zayed Development Program Director**

Sep 2013 – Sep 2015

Marsa Zayed was a 'mega' project comprising a full new town consisting of 620 residential units a hotel an apartment towers together with all related services and facilities to be developed over a period of 15 years and with a total cost of 12 Billion Jordanian Dinars.

#### **Key activities and achievements**

- Completed the Masjid Sheikh Zayed project within a very short time adopting fast track program.
- Devised the development procedures including a review of the design concept of the hotel and apartments towers to maximize the sales impact.
- Devised the sales and marketing strategy that resulted in all units of the apartment towers being leased prior to construction.

### **Country Director (Libya) & Joint Venture Manager**

Aug 2008 – Sep 2015

Acted as Country Director and Joint Venture Manager for the Al-Waha Development Project, a US\$250 million project comprising of a 4-Star Hotel Tower consisting of 200 rooms and 200 serviced apartments, an Office Tower with 31 floors, 12 residential buildings, a sports & health centre, a shopping mall, a conference centre together with basements and car parking.

## Key activities and achievements

- Championed the administration of the Joint Venture company and the subsequent construction of the Al-Waha Development Project with a value of US\$250 Million.
- Ensured strict adherence to company policies in conformity with local laws & construction regulations.
- Established long-term relationships & built trust with the JV partner & the local business community.
- Fostered a continuous improvement culture by actively encouraging team members to implement internationally recognised safety standards and safety improvements.
- Ensured that consultants / sub-contractors were rigorously managed to ensure delivery of contracted services, drove value and focused on the customer & the completion of the project master plan.
- Ensured records were maintained at all times and provided regular reports on project progress.
- Drove the project marketing strategy and advised on branding, promotions and advertising strategies.

## EARLIER CAREER

08/02 – 07/08	General Manager	LAFICO, Sudan
04/92 – 07/02	Real Estate Development Manager	Arab Union Contracting Co, Libya

## DIRECTOR / EXECUTIVE POSITIONS

2003 – 2008	General Manager and Board Member	Lafico, Sudan
2008 – 2013	General Manager	Al Maabar Libya Joint Venture Company
2009 – 2016	Chairman	Lafico, Sudan
2011 – 2013	Chairman	Oya Real Estate & Tourism Investment Co.
2012 – Present	Board Member	Arab Union Contracting Company, Libya
2013 – 2018	Board Member	Arabic Company for Touristic Projects, Egypt
2013 – Present	Board Member	Medina Tower Joint Stock Company
2019 – Present	Executive Management Committee Member	Arab Authority for Engineering Arbitration

## ACADEMIC QUALIFICATIONS

1991	Master's Degree, Construction	Loughborough University, United Kingdom
1990	Bachelor's Degree/Higher Diploma, Civil Engineering	United States International University (USIU) (Now: <i>Aliant International University</i> )

## CERTIFICATION AND PROFESSIONAL MEMBERSHIPS

2007	FIDIC Young Professional Program, Singapore
2008	Use of Dispute Boards, Cape Town, South Africa
2009	Preventing Disputes Using Dispute Boards (Bucharest, Romania)
2009 – 2010	Certified Dispute Member by Dispute Boards Federation, Geneva, Switzerland
2010 – 2013	Certified FIDIC Contracts Trainer for Libya
2014	Mastering Construction Claims & Defence and Advanced Dispute Resolution Strategies (UAE)
2019	Certified Arbitrator by Arab Authority for Engineering Arbitration

## ADDITIONAL INFORMATION

Nationality: Libyan  
Languages: Native Arabic, fluent English  
References: Available on request