



Procurement. Re-Imagined.

## Contact Us

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# About Aidiation

## Who Are We

Established as a procurement service provider, and based and operating in the Kingdom of Saudi Arabia, Aidiation aims to support organisations by helping to bolster their procurement expertise, enabling organisations to deliver their procurement programmes.

## International Expertise Delivered Locally

- Procurement Advisory, Management & Delivery
- Immediately available to support your project
- Riyadh based with deep UK, KSA, UAE & GCC insight
- End-to-End solutions spanning People, Process, Technology & Strategy
- Scalable, agile & resilient support for Saudi market

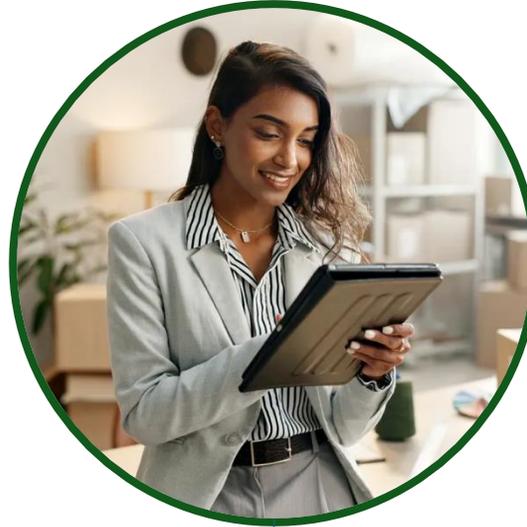


We've built an Associate Network of 300+ experts having KSA / GCC experience able to be mobilised at speed

# Our Services



- Procurement Governance
- Capability Development
- Procurement Processes



- Sourcing Delivery
- Buying Teams
- Benefits Realisation



- Contract Performance
- AI & Procurement Platforms
- Procurement Talent



- Quantity Surveying
- Building Information Modelling (BIM)
- Project Management Services



# Our Ecosystem – Global Footprint

INTERNATIONAL EXPERTISE DELIVERED LOCALLY



Our ecosystem spans 12 countries, multiple time zones & comprises 500+ professionals

# Our Executive Board Members

*“We have had the privilege and honour of serving some of the world’s most prestigious organisations spanning continents, sectors and cultures; more than a lifetime of experience and expertise that now constitutes Aidiation.”*



**Jody Ade Coker**  
Co-Founder & MD  
Riyadh, KSA



**Richard Giles**  
Co-Founder & CTO  
Manchester, UK

**Our Co-Founders first envisaged Aidiation more than 7 years ago**

JODY ADE COKER CO-FOUNDER & MD

# AIDIATION

GLOBAL EXPERTISE DELIVERED LOCALLY

Aidiation is delighted to present **Jody Ade Coker** its **Co-Founder & Managing Director**. With over 25 years' experience leading procurement programmes across the UK, Australia and the Middle East, Jody has supported major public and private sector organisations, including KSA giga-projects. His expertise spans strategy, operating model design, governance and market development, with a particular focus on digitally enabled and AI-augmented procurement. Jody leads Aidiation's strategic direction, capability development and partnerships, ensuring the delivery of global expertise tailored to local market needs.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #AlinProcurement**



RICHARD GILES CO-FOUNDER &amp; CTO

**AIDIATION**

GLOBAL EXPERTISE DELIVERED LOCALLY

Aidiation is delighted to present **Richard Giles** its **Co-Founder and Chief Technology Officer**. With extensive experience in technology architecture, AI driven platforms and enterprise transformation, Richard has led major programmes across multiple sectors, specialising in the design and implementation of scalable solutions. His expertise includes AI, data architecture, automation and the development of innovative systems that enhance procurement and organisational performance. Richard leads Aidiation's tech strategy, overseeing platform development and system integrations to support future-ready service delivery.

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# Our Non-Executive Board Members

*“Our talent has a unique combination of commercial, procurement, and digital transformation expertise. Collectively, we offer decades of both international and local experience and have delivered multi-billion-dollar programmes across Saudi Arabia, the GCC, and global markets.”*



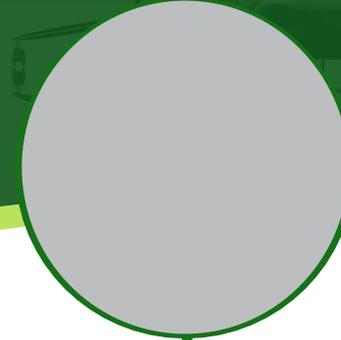
**Richard Reynolds**  
Non-Exec. Board  
AI & Sustainable  
Supply Chains



**Lynn Young**  
Non-Exec. Board  
Procurement



**Doug McWhinney**  
Non-Exec. Board  
Commercial



**TBA**  
Healthcare



**Yasmine Rhezouani**  
Non-Exec. Board  
Digitization

RICHARD REYNOLDS NED

**AIDIATION**

GLOBAL EXPERTISE DELIVERED LOCALLY

Aidiation is delighted to announce the appointment of Richard Reynolds as **Non-Executive Board Member** expert in **AI & Sustainable Supply Chains**. With extensive international experience, Richard has led major programmes for NEOM, AECOM, Aramco, and WorleyParsons. He brings deep expertise in procurement transformation, sustainability, and the impact of artificial intelligence on supply chains, and has delivered high value outcomes across EPC, PMC and complex capital projects. An award-winning industry leader and recognised speaker, he strengthens Aidiation's ability to support future ready, high impact projects.

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#KSAConsulting #GlobalExpertise #AlinProcurement**



LYNN YOUNG NED

**AIDIATION**

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Aidiation is delighted to announce the appointment of **Lynn Young** as a **Non-Executive Board Member**. Lynn is a highly experienced procurement leader with over 20 years' international experience, having held leadership positions across the UAE and Middle East, including with Khidmah, Emrill and Serco. Lynn's ability to drive commercial discipline, governance and transparency, combined with her strong digitisation experience, brings significant capability to Aidiation.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #ProcurementLeadership**



DOUG MCWHINNEY NED

**AIDIATION**

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Doug is a Commercial and Procurement Director with over 35 years' experience having ran multiple major construction projects over a billion SAR. A Chartered Quantity Surveyor and FRICS Fellow, Doug has negotiated major contracts in KSA, embedding transparency and governance and has held senior leadership roles at NEOM, Mace, and Laing O'Rourke. Aidiation is delighted to announce the appointment of **Doug McWhinney** as a **Non-Executive Board Member**.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #ConstructionLeadership**



YASMINE RHEZOUANI NED

**AIDIATION**

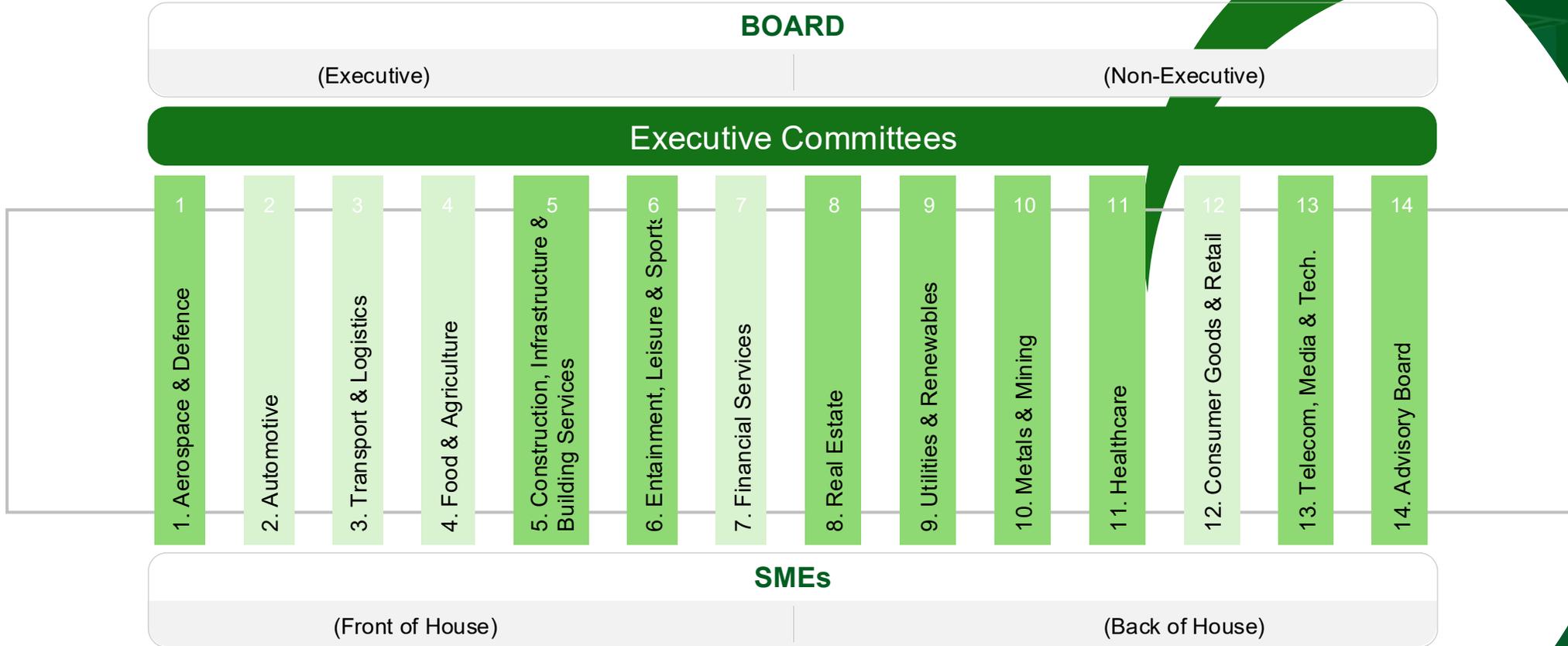
GLOBAL EXPERTISE DELIVERED LOCALLY

Aidiation is delighted to announce the appointment of Yasmine Rhezouani as a **Non-Executive Board Member**. With over 15 years' experience blending procurement leadership with systems integration, she is a recognised expert in digital procurement transformation. Yasmine brings extensive programme delivery experience across EMEA, ASEAN, and North America and a deep multicultural understanding. Her expertise strengthens Aidiation's ability to accelerate procurement modernisation, drive operational efficiency, and embed AI-enabled procurement capability, critical pillars for the future of procurement in the Kingdom.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #AlinProcurement**



# Organisational Structure



- Sector Focus - Primary
- Sector Focus - Secondary

# Our Executive Committee Leads

*“We have had the privilege and honour of serving some of the world’s most prestigious organisations spanning continents, sectors and cultures; more than a lifetime of experience and expertise that now constitutes Aidiation.”*



**Stephen Fenn**  
SME & EXCOM.

**Operations  
Management**



**Louise Greensmith**  
SME & EXCOM.

**Quality & Knowledge  
Management**



**Paul Osgerby**  
SME & EXCOM.

**Commercial &  
Procurement**

STEPHEN FENN SME & EXCOM.

# AIDIATION

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Aidiation is delighted to announce the appointment of Stephen Fenn as **Subject Matter Expert** in **Operational Management**. With over 30 years' senior leadership experience across KSA, the UAE and the UK, Stephen has led major FM, asset management and operational programmes for organisations including NEOM, IDOM, Khidmah, Infracare and Bahrain Airport. He brings deep expertise in PPP contract management, O&M governance, risk and compliance, sustainability and large-scale transformation, strengthening Aidiation's capability to support clients operating in complex, asset-intensive environments across the Kingdom.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #OperationsManagement**



LOUISE GREENSMITH SME & EXCOM.

# AIDIATION

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Aidiation is delighted to announce the appointment of **Louise Greensmith** to our **Executive Committee**. With over 25 years' experience in academic quality assurance, training development and knowledge governance in higher education and professional learning environments, Louise has held senior quality management roles at Staffordshire University and Pearson. She has led programme validation, regulatory compliance, curriculum development and quality improvement initiatives, and brings deep expertise in the field to Aidiation.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #KnowledgeTransfer**



PAUL OSGERBY SME & EXCOM.

# AIDIATION

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Aidiation is delighted to announce the appointment of Paul Osgerby as **Subject Matter Expert** in **Commercial & Procurement**. With over two decades of senior experience across the UAE and KSA, Paul has led major procurement, contracting and commercial programmes for organisations including NEOM, Sinyar, Emaar, Airbus and Serco. Paul brings deep expertise in high-value contract negotiation, complex tenders, supply chain optimisation and commercial governance, strengthening Aidiation's capability to support clients across the Kingdom's rapidly evolving procurement landscape.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #ProcurementLeadership**



# Our Subject Matter Experts

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**Connie Sameniago**  
SME  
HSE CSR ESG



**Steve De Maré**  
SME  
Security, Diplomatic  
Operation & Logistics



**Cara Tissandier**  
SME  
Sustainability &  
The Built Environment



**Michelle Williams**  
SME  
HSE CSR ESG



**Rex Lanuzo**  
SME  
Procurement &  
Digitization

CONNIE SAMANIEGO SME

**AIDIATION**

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Aidiation is delighted to announce the appointment of Connie Samaniego as **Subject Matter Expert** in **Workplace Health, Safety & Sustainability**. With extensive public and private sector experience Connie has delivered major WHS and ESG initiatives for organisations including the Black Dog Institute, Westfield and Origin Energy. Connie brings strong expertise in safety, sustainability integration and organisational culture, with a proven track record developing safe, high performing workplaces. A global award finalist, Connie strengthens Aidiation's capability across safety, sustainability and social impact programmes.

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#KSAConsulting #GlobalExpertise #HSECSRESG**



STEVE DE MARÉ SME

**AIDIATION**

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Aidiation is delighted to announce the appointment of Steve De Maré as **Subject Matter Expert in Security, Diplomatic Operations & Logistics**. With extensive experience supporting the Defence Attaché at the Embassy of Belgium in Abu Dhabi, and more than 25 years service in the Belgian Armed Forces, Steve has coordinated high-level diplomatic visits, managed complex logistics, and overseen stringent security and confidentiality protocols. He brings disciplined operational insight, and a proven track record of delivering seamless VIP and multi-agency coordination, significantly strengthening Aidiation's ability support clients operating in sensitive environments.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #SecurityandLogistics**



CARA TISSANDIER SME

**AIDIATION**

GLOBAL EXPERTISE DELIVERED LOCALLY

Aidiation is delighted to announce the appointment of Cara Tissandier as **Subject Matter Expert** in **Sustainability & The Built Environment**. With over ten years' experience across the UK, Europe and the MENA region, Cara has advised on major development projects through her work with Hoare Lea, guiding sustainability strategy across design, construction and building operations. Cara brings strong expertise in energy, materials, waste, ecology and regulatory frameworks including **BREEAM**, **LEED**, **Estidama** and **QSAS** further strengthening Aidiation's capability across the sustainability landscape.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #SustainabilityLeadership**



MICHELLE WILLIAMS SME

**AIDIATION**

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Aidiation is delighted to announce the appointment of Michelle Williams as **Subject Matter Expert** in **Social Value & Community Engagement**. With extensive experience across major infrastructure, Michelle has delivered stakeholder engagement and social value programmes for organisations including Ferrovial, Société Générale and Dragados, supporting projects such as Crossrail and the Bank Station Upgrade. Michelle brings strong capability in community engagement, social impact and compliance, strengthening Aidiation's ability to embed social value and stakeholder focused outcomes across complex programmes.

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#KSAConsulting #GlobalExpertise #HSECSRESG**



REX LANUZO SME

# AIDIATION

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Aidiation is delighted to announce the appointment of Rex Lanuzo as **Subject Matter Expert in Procurement & Digitization**. With over 15 years' experience across the UAE and wider Middle East, Rex has supported major programmes in FM, Aviation, Healthcare, Oil & Gas and Government sectors, most notably with Serco Middle East. Rex brings strong capability in ERP Optimization, end-to-end tender management, procurement governance, contract administration and project mobilisation, driving compliance and smooth operational delivery in complex, multi-disciplinary environments.

**#Aidiation #ProcurementExcellence #SaudiVision2030  
#KSAConsulting #GlobalExpertise #DigitizationLeadership**



# Case Studies

Our unparalleled procurement expertise spans a wide-range of industry sectors, specialisations and geographies.



Scope	Construction & Infrastructure	Facilities Management & Operations	Oil & Gas	Consultancy	Financial Services	Private Equity	Public Sector	Pharmaceutical & Healthcare	Sports, Entertainment & Events	Procurement Technology
UK, EU, and rest of the world	✓	✓		✓	✓	✓	✓	✓	✓	✓
Australasia	✓	✓	✓	✓	✓	✓	✓		✓	✓
UAE	✓	✓		✓	✓	✓	✓	✓	✓	✓
Middle East	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
KSA	✓	✓	✓	✓	✓	✓	✓	✓		✓

# Top 10's - Procurement Challenges

## 1. Risk



1. Price Variation / Cost Overruns
2. Quality / Market Capability
3. Time to Deliver / Delay
4. Supply Chain Risk
5. Geopolitical Risk
6. Communication
7. Scope Definition / Creep
8. Change Management
9. Contract Management
10. Delayed Payment / Disputes

## 2. Governance



1. Legal / Regulatory Compliance
2. Policy / Process / Form of Contract
3. International Experience
4. Evaluation / Transparency
5. Technical Expertise / SMEs
6. Commercial Expertise
7. Life Cycle / TCO
8. Legal Expertise
9. Mindset - Low-Bid v Best Value
10. Arbitration

## 3. Performance



1. Capability
2. Capacity
3. Propensity
4. Maturity
5. Performance Tracking
6. Production Quality
7. Tech. Implementation / Optimisation
8. Manual / Semi Manual Process
9. Value Add / Innovation
10. Localisation Strategies



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