

Profile – Nihal Mohamed Al-Saleh

From origins within the business and finance world, inclusive of working with oil and gas giants to a leading role in sustainability, my experiences within the gas industry empowered me with a drive to enact positive change, and to break the cycle within the Middle East's reliance on oil and gas as a core trade commodity. Blending strategic vision with technical acumen to drive meaningful change, my pivot point truly came in the completion of my MSc in Sustainable Development from SOAS, University of London, and has served as the foundation to enact my passion for environmental stewardship since. With our region being heavily reliant on non-renewable wealth, as well as being a dry and arid region, I truly believe that we can look into technologies and research to build more sustainability into our economies.

My early career at Qatar Shell GTL was key in shaping my understanding of large-scale industrial operations and the importance of integrating sustainability into business practices. As a Business Support Coordinator and Analyst, I developed and executed strategies that improved business processes and ensured compliance with regulatory standards. My role expanded to include responsibilities as a Commercial Advisor and Opportunity Lead, where I spearheaded projects that embedded sustainability and environmental strategic elements into the development of commercial assets in Ras Laffan. I led the commercial evaluation of the Pre-Khuff Gas Exploration field, managed exploration and expansion projects, and oversaw water export solutions for the Pearl GTL projects. My work involved negotiating complex agreements and managing business opportunities that aligned with sustainable and environmentally responsible practices.

Transitioning from the oil and gas industry to sustainability consulting marked a significant shift in my career. At the Supreme Committee for Delivery & Legacy Doha, I contributed to short-term projects to the setup of a global clean water initiative and developed environmental project strategies that established frameworks for local and global partners. This was a key point that enabled me to bridge strategy and science, working closely with technical experts to implement sustainable solutions on the ground.

Upon joining the Qatar Foundation, I solidified my position as a sustainability leader. As a Project Manager for Sustainable Cities, I led the development and delivery of sustainability projects for the Qatar World Cup 2022. This included pioneering accessibility initiatives, such as developing sensory rooms for fans with additional needs. Engaging with FIFA and other stakeholders, I facilitated conversations that advanced sustainable infrastructure improvements, focusing on walkability, air quality, and green technologies. As the Director of Programs at Earthna, a Centre for a Sustainable Future, I have since pushed the envelope to innovate sustainability policies and solutions tailored to arid climates. I guided teams in developing new sustainability paradigms encompassing circular economy principles, energy transitions, and biodiversity enhancement.

Co-founding Amaken Qatar and Terra Firma Consulting LLC have allowed me to leverage my strategic and project management skills to drive placemaking and sustainability consultancy. At Amaken Qatar, with the support of a team of co-founders, we work on the creation of vibrant, sustainable spaces that foster social interaction, meaningful dialogues around urban development and economic well-being. This year, I have launched Terra Firma Consulting LLC, a firm dedicated to helping organisations integrate environmentally friendly and socially responsible practices into their operations. Working with top industry leaders and businesses, I am hands-on conducting as-is assessments, developing bespoke sustainability solutions, and educating clients on regulatory requirements and ESG goals.

Throughout my career, I have been the bridge between strategy, engineering and science. My ability to translate complex technical concepts into actionable business strategies has been key to my success. I have worked closely with engineers, scientists, community members and experts to

embed sustainable practices that are not only theoretically sound but also practically implementable. My leadership in forums, contributions to publications, and participation in global sustainability dialogues highlight my commitment to advancing sustainability on a broader scale and have positioned me as a thought leader within the sector.

By continuously bridging the gap between strategy and technical execution, I have helped organisations achieve long-term sustainability goals that benefit corporate performance and planetary health.