



EMAD ALTAYYAR

LEASING DIRECTOR
COMMERCIAL REAL ESTATE
EXECUTIVE


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EDUCATION

 **MBA, Business Administration**
University of Aberdeen, UK
2010 – 2011

BSc Marketing
King AbdulAziz University, KSA
2004 – 2009

Professional Development
Harvard ManageMentor • Certified RE Broker
JLL LEAP • Saudi RE Institute Certifications

EXECUTIVE PROFILE

MBA-qualified real estate executive with **18+ years of progressive leadership** — including **12+ years in commercial real estate** and 6 years in marketing & advertising. Pioneered leasing strategies for landmark Saudi projects, from the world's first non-profit city to UNESCO Heritage districts. Specialist in **leasing department formation, tenant mix curation, and portfolio strategy**. Career anchored in Jeddah before relocating to Riyadh in 2023. Experienced across **global real estate firms** including JLL and Servcorp, with deep C-suite engagement and Vision 2030 alignment.

18+ YEARS EXPERIENCE	12+ YEARS IN REAL ESTATE	450+ PROPERTIES MANAGED	4 DEPARTMENTS BUILT	5 CITIES COVERED
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CAREER TRAJECTORY



Director of Leasing

Osus Real Estate

2025 – Present • Riyadh

Building leasing department from inception. Developing strategy, standardized policies, pricing models, and executing premium tenant acquisition for high-quality brands.



Head of Leasing

Mohammed Bin Salman Nonprofit City

2023 – 2025 • Riyadh

Pioneered off-plan pre-leasing for the world's first non-profit city. Curated visionary tenant mix across retail, office, and residential assets. Positioned Misk City as a global benchmark.



Senior Leasing Manager

Al Balad Development Company

2022 – 2023 • Jeddah

Managed 450+ heritage properties in UNESCO World Heritage district. Built leasing framework, customer care foundation, and strategic alliances from inception.



Manager – Office & Business Space

JLL (Jones Lang LaSalle)

2018 – 2022 • Jeddah

Expert tenant & landlord representation across office, retail, and logistics. Leased thousands of sqm across Jeddah, Madinah, Makkah, and Riyadh for multinational clients.



Floor Manager

Servcorp – King's Road Tower

2013 – 2017 • Jeddah

Full P&L responsibility. Managed 25+ office clients and hundreds of virtual accounts. Led sales, marketing, and team management to global Servcorp standards.

Earlier Career • Marketing & Advertising

Ogilvy • Account Executive (FMCG & Real Estate)

Fullstop Creatives • Account Executive (Toyota, Govt.)

Banque Saudi Fransi • Priority Banking Officer

Taajeer Group • Marketing Coordinator (4 yrs)

LEASING STRATEGY

TENANT MIX CURATION

DEPARTMENT FORMATION

PORTFOLIO DEVELOPMENT

OFF-PLAN PRE-LEASING

C-SUITE ENGAGEMENT

HERITAGE & PLACEMAKING

VISION 2030

PRICING STRATEGY

STAKEHOLDER MANAGEMENT

TEAM BUILDING