



# Bassam Hamed Alaujan

EXECUTIVE PERFORMANCE SPECIALIST · EXECUTIVE COACH · FORMER CEO

Most programs pick a lane — body or mind. Mine doesn't.

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## PROFILE

I partner with CEOs and senior leaders regardless of where they are starting from. Some are running on empty. Others are performing well and want more. The diagnostic determines the path. Elite athletes never prepare for a season without a baseline assessment. Senior leaders rarely get one.

My approach combines 20+ years in executive roles — including Director General of a government entity, Managing Director of JCDecaux Saudi, and CEO of a UK-based fintech — with training in performance neuroscience, sleep science, nervous system conditioning, and breathwork. I have sat in the chair. I understand the pressure from the inside.

## THE APPROACH

### ALL FOUR PROGRAMS BEGIN HERE

#### The Baseline™ DIAGNOSTIC ENTRY POINT

Before any program is designed, I map where the leader actually is, physiologically and behaviorally. Chronic executive pressure produces measurable changes to nervous system regulation, cortisol patterns, sleep architecture, and prefrontal function. An intervention that skips this diagnostic addresses symptoms, not substrate.

##### PHYSIOLOGICAL

Sleep architecture, energy patterns,  
HRV, stress load, recovery

##### COGNITIVE

Decision fatigue, attentional range,  
cognitive load, clarity

##### BEHAVIORAL

Leadership patterns, reactivity,  
communication style, delegation

##### RELATIONAL

Presence, emotional regulation, team  
dynamics, authenticity

- [1] McEwen (1998) NEJM 338:171 – allostatic load & cortisol dysregulation
- [2] Arnsten (1998) Trends Cogn Sci 2:436 – stress & prefrontal impairment
- [3] Walker (2017) – peer-reviewed sleep architecture research

## EVIDENCE OF IMPACT

"A CEO entered the program with disrupted sleep and sessions dominated by operational firefighting. Over twelve sessions, sleep was restored, the nervous system baseline stabilized, and the quality of our dialogue shifted entirely — from reactive problem-solving to questions of organizational philosophy and purpose. The performance ceiling moved because the physiological floor was rebuilt."

ANONYMIZED · CEO, SAUDI ARABIA

## CAREER HIGHLIGHTS

Executive Performance Advisor & Executive Coach — Independent

SAUDI ARABIA / GLOBAL · 2025-PRESENT

Chief Executive Officer — ProsperUs (Fintech / Digital Assets)

SAUDI ARABIA / TUNISIA · 2024-2025

Managing Director — JCDecaux ATA Saudi

WORLD'S LARGEST OUT-OF-HOME MEDIA COMPANY · 26 AIRPORTS · 2017-2024

Director General — Saudi Exports Development Authority

LED 350+ SAUDI COMPANIES ACROSS TRADE MISSIONS IN 11 COUNTRIES · 2015-2017

## WHO THIS IS FOR

- CEOs, Managing Directors, and C-suite leaders
- Still delivering, but running on depleted reserves
- Sleep disrupted, recovery inconsistent, energy unreliable
- Conventional coaching addressed behavior but not the physiology underneath
- Performing at a high level but sensing something is not sustainable
- High achievers who have optimized everything external and are now looking inward

## PROGRAMS

01 · INDIVIDUAL · DIAGNOSTIC-FIRST · 12 SESSIONS · PRIVATE & CONFIDENTIAL

### Elite Performance Program

For leaders who want to optimize the physiological and neurological foundation that performance runs on — the body and nervous system. Begins with The Baseline™, which determines sequencing and specialist involvement.

- 01 **Assessment & Baseline**  
Physiological indicators, sleep architecture, stress and recovery patterns — via The Baseline™ diagnostic.
- 02 **Body Optimization**  
Nervous system regulation, sleep restoration, energy management, breathwork. Specialist coordination where indicated.
- 03 **Mind & Performance Conditioning**  
Focus, emotional regulation, decision clarity, breaking limiting patterns.

#### OUTCOMES

Sharper decisions · Restored sleep · Sustained clarity · Greater composure

02 · INDIVIDUAL · BEHAVIOURAL & LEADERSHIP · PRIVATE & CONFIDENTIAL

### Executive Coaching

For leaders whose physiological performance foundation is intact, and who want to go deeper on how they lead, think, and show up. Strategic clarity, behavioral patterns, executive presence, authentic communication, and cross-cultural leadership in the Saudi and Gulf context.

All engagements begin with The Baseline™ to confirm the behavioral focus is the right entry point.

#### OUTCOMES

Clearer strategic thinking · Stronger executive presence · More conscious leadership patterns · Greater authenticity in how they lead

03 · ORGANIZATIONS · LEADERSHIP TEAMS · PHASED · CONFIDENTIAL

### Corporate Programs

A structured three-phase journey: Awareness Workshops (body and mind), an immersive Leadership Retreat, and six months of Integration Coaching. Bespoke to each organization's context and culture. YPO Forum presentations available as standalone (90 min, interactive).

#### OUTCOMES

Shared performance language across the leadership team · Reduced reactive culture · Stronger collective decision-making · A leadership team with a shared understanding of what sustainable performance actually requires

04 · 1 NIGHT · 5 DAYS · 10 DAYS · PRIVATE & CONFIDENTIAL

### Executive Silence Retreat

Digital detox, silence, and creativity access sessions for leaders ready to access depth that performance mode forecloses. Venue curated per cohort. Nutritional reset included where chosen — approach informed by emerging gut-brain research rather than established clinical protocol.

#### OUTCOMES

Restored attentional capacity · Access to creativity and realizations · Return to work with a different quality of presence

## EDUCATION & CREDENTIALS

- Executive MBA — INSEAD Business School
- Senior Certified Professional Coach
- Certified Breathwork Facilitator (Neuroscience-informed)
- 2030 Leaders Program — Misk & Esade
- B.Sc. Mechanical Engineering — Nippon Bunri University, Japan

## LANGUAGES

Arabic (Native) · English (Fluent) · Japanese (Fluent)