Contact

www.linkedin.com/in/afnan-masoud (LinkedIn)
linkjar.co/coach_AfnanMasoud (Other)

Top Skills

Change Facilitation
Strategic Consulting
Creative Thinking

Languages

English (Professional Working)
Arabic (Native or Bilingual)

Certifications

EXERCISE PRESCRIPTION FOR THE PREVENTION AND TREATMENT OF DISEASE
Neurofeedback Therapist
Certified Professional in Healthcare Quality (CPHQ)
CPTD Talent development
Certified Professional in Talent Development (CPTD)

Publications

Examination of the Applicability and Intensity of Nintendo Wii™ Exergaming for Children with Acute Lymphoblastic Leukemia: A Preliminary Study
Effectiveness of exergaming in reducing cancer-related fatigue among children with acute lymphoblastic leukemia: a randomized controlled trial
Measurement Properties of the Arabic Version of the Pediatric Functional Assessment of Chronic Illness Therapy-Fatigue in Children with Cancer

Afnan Masoud

Executive Coach , Talent Development & Birkman Consultant | ICF ACC · CPTD® · CDTP® | Leadership Coaching, Innovation Strategy | Developing High-Performance Leaders Through 500+ Coaching Hours & 80+ Professionals Coached
Saudi Arabia

Summary

"Leadership is not about position or authority—it is about unlocking potential, inspiring growth, and creating lasting impact." – I am , an Executive Coach, Leadership & Talent Development Consultant, Innovation Strategist, and healthcare leader dedicated to helping individuals and organizations develop leaders, strengthen talent capabilities, and build innovation-driven cultures.As an ICF-Accredited Executive Coach, Certified Professional in Talent Development (CPTD), and Certified Design Thinking Professional, I combine coaching, positive psychology, emotional intelligence, design thinking, and talent development frameworks to help leaders navigate change, enhance performance, and achieve meaningful growth. With + coaching hours, + hours of formal coach training, and experience coaching + professionals and entrepreneurs, I focus on creating sustainable leadership transformation and measurable results.➠ • Executive & Leadership Coaching• Talent Development Strategy• Leadership Development Programs• Innovation & Design Thinking• Organizational Development• Women’s Leadership Development• Group Coaching & Workshop Facilitation• Emotional Intelligence Development➠ ↳ Delivered + professional coaching hours across leadership and development programs. ↳ Coached + professionals and entrepreneurs to strengthen leadership effectiveness and personal growth. ↳ Facilitated + group coaching workshops focused on self-awareness, communication, and accountability. ↳ Established the Innovation Department at Aziziah Children’s Hospital, embedding innovation and design thinking practices across teams. ↳ Created and currently pilot a proprietary leadership development methodology for emerging female leaders with promising early outcomes. ↳ Supported PhD and MSc researchers through mentoring, research development, and academic guidance.➠ I believe leadership can be intentionally developed through self-

awareness, purposeful action, and continuous learning. My mission is to help leaders and organizations unlock their potential, embrace innovation, and create meaningful, lasting impact.➠ ’ I welcome opportunities to collaborate with organizations, leaders, and teams seeking to develop talent, strengthen leadership capability, and foster cultures of innovation and growth.

Experience

Aziziah Children's Hospital
Head of Innovation Department
April 2026 - Present (8 months)

Lead the innovation function by integrating design thinking and structured innovation systems into capability development programs to enhance creativity, problem-solving, and strategic execution across clinical teams.

Key Achievements

• Established the hospital’s innovation department from the ground up.
• Designed the innovation strategy and annual roadmap.
• Led design thinking workshops for multidisciplinary healthcare teams.
• Introduced structured innovation practices across clinical departments.

Frontiers in Pediatrics
Research Manuscript Reviewer
January 2018 - Present (8 years 11 months)

Review pediatric research manuscripts to ensure methodological rigor, scientific accuracy, and publication readiness for international peer-reviewed journals.

Key Achievements

• Evaluated 1 manuscript, ensuring compliance with academic publishing standards.
• Critiqued and evaluated 1,200+ research studies through research teaching, supervision, and academic mentoring.
• Assisted 4 PhD and 7 MSc students in research concept development, methodology design, thesis writing, and academic publication preparation.

Ministry of Health Saudi Arabia
15 years 5 months

Head Of Physiotherapy Department
March 2023 - Present (3 years 9 months)

Led pediatric physiotherapy services, overseeing clinical operations, workforce development, and quality improvement initiatives to enhance patient care delivery.

Key Achievements

• Redesigned patient referral workflow, reducing waiting time from 14 days to same-day service across 2 clinical units.
• Developed a centralized database managing 500+ pediatric cases to support clinical tracking and research activities.
• Implemented 3 strategic programs (Tamkeen, Tayseer, Namaa) to improve workforce capability and service coordination.

Pediatric Physical Therapist
July 2011 - March 2023 (11 years 9 months)

Provided specialized pediatric physiotherapy care while contributing to clinical training, quality improvement, and service development initiatives.

Key Achievements

• Assessed and treated 2,000+ pediatric and orthopedic patients across a wide range of neurological, developmental, and musculoskeletal conditions.
• Designed 5+ clinical training programs for staff and trainees to strengthen professional capability and clinical practice standards.
• Led 20+ workplace engagement initiatives to support team collaboration and morale.

Freelance
Innovation & Leadership Coach
December 2017 - Present (9 years)

Coach professionals in leadership, emotional intelligence, and innovation to strengthen capability building and professional growth

Key Achievements

• Coached 80+ professionals and entrepreneurs across structured development coaching programs.
• Facilitated over 20 group coaching workshops that empowered participants to strengthen self-leadership, enhanced self-awareness, improved communication, and buit personal accountability through structured coaching methodologies.

Ministry of National Guard Health Affairs (MNG-HA)
PT intern
January 2011 - June 2011 (6 months)
Jeddah

King Faisal Specialist Hospital & Research Centre (Gen. Org.)
PT Intern
July 2010 - December 2010 (6 months)
Saudi Arabia

King Fahad Armed Forces Hospital
PT Technician Intern
October 2006 - November 2006 (2 months)
Jeddah

Disabled Childrens Association Jeddah
PT Technician Intern
August 2006 - September 2006 (2 months)
Malik road

King Abdullah bin Abdulaziz University Hospital
PT Technician Intern
June 2006 - July 2006 (2 months)

Education

King Saud University
Master's degree, Pediatric Physical Therapy · (2017 - 2019)

King AbdulAziz University
Bachelor’s Degree, Physical Therapy/Therapist · (2007 - 2011)

College of Health Sciences - Jeddah
Associate’s Degree, Physical Therapy/Therapist · (2003 - 2006)