# AFNAN MASOUD

**Executive Coach | Leadership & Talent Development Consultant| Innovation Strategist**

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## PROFILE SUMMARY

Executive Coach and Organizational Development Consultant helping organizations develop leaders, strengthen talent capabilities, and build innovation-driven cultures. ICF-Accredited Executive and Leadership Coach, Certified Professional in Talent Development (CPTD), and Certified Design Thinking Professional, operating as a freelance consultant specializing in executive coaching, leadership development, talent development strategy, and innovation implementation, bringing 500+ hours of professional coaching practice and 250+ hours of formal coach training, integrating Birkman Assessment methodology, positive psychology frameworks, and design thinking principles to enable measurable, lasting leadership transformation. Creator of and currently piloting a proprietary leadership development methodology for emerging female leaders; initial implementation has shown strong early indicators of positive impact on leadership capability, decision-making, and confidence, supporting its potential as a scalable framework for leadership development. Trusted by leaders and organizations seeking a coach who moves them from capable to extraordinary.

## CORE QUALIFICATIONS

- Extensive expertise in executive coaching and ICF-accredited leadership development practice
- Strong capability in talent development strategy, program design, and facilitation delivery
- Proven ability to design and implement structured innovation frameworks across complex organizations
- Demonstrated proficiency in emotional intelligence application and experiential learning facilitation
- Established authority in founding and delivering female leadership empowerment programs
- Recognized competence in Birkman Assessment and data-informed coaching methodology

## AREAS OF EXPERTISE

- Coaching Protocols
- Executive and Leadership Coaching
- Group Coaching
- Facilitation Design
- Workshop Facilitation
- Capability Development
- Organizational Innovation
- Positive Psychology
- Emotional Intelligence
- Creative Thinking
- Strategic Consulting
- Change Facilitation

## PROFESSIONAL EXPERIENCE

**Head of Innovation Department** **Apr 2026 – Present**

***Aziziah Children's Hospital***

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.

**Head Of Physiotherapy Department** **Mar 2023 – Present**

***Aziziah Children's Hospital (Moh), Jeddah***

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.

**Research Manuscript Reviewer** **Jan 2018 – Present**

***Frontiers in Pediatrics***

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.

**Innovation & Leadership Coach** **Dec 2017 – Present**

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.

**Pediatric Physical Therapist** **Jul 2011 – Mar 2023**

***Aziziah Children's Hospital***

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.

## E D U C A T I O N

**MSc in Pediatric Physical Therapy** **Sep 2017 – Nov 2021**

***King Saud University | Riyadh, Saudi Arabia***

**BSc in Physical Therapy** **Sep 2007 – Jul 2010**

***King Abdulaziz University | Jeddah, Saudi Arabia***

**Higher Diploma in Physiotherapy** **Sep 2004 – Dec 2006**

***College of Health Sciences***

## P U B L I C A T I O N S

**Annals of Medicine** **Jun 2023**

***Effectiveness of Exergaming in Reducing Cancer-Related Fatigue Among Children with Acute Lymphoblastic Leukemia: A Randomized Controlled Trial***

***https://www.tandfonline.com/doi/epdf/10.1080/07853890.2023.2224048***

**International Journal of Physiotherapy** **Jun 2023**

***Examination of the Applicability and Intensity of Nintendo Wii™ Exergaming for Children with Acute Lymphoblastic Leukemia: A Preliminary Study***

***https://doi.org/10.15621/ijphy/2023/v10i2/1320***

**Journal of Back and Musculoskeletal Rehabilitation** **Mar 2023**

***Measurement Properties of the Arabic Version of the Pediatric Functional Assessment of Chronic Illness Therapy-Fatigue in Children with Cancer***

***https://doi.org/10.3233/bmr-220234***

## A C C R E D I T A T I O N S & C E R T I F I C A T I O N S

**CPTD – Certified Professional in Talent Development |** ***ATD*** **Apr 2026**

**CDTP – Certified Design Thinking Professional |** ***GInI*** **Jan 2026**

**Leadership Coaching Certification |** ***ICF*** **Sep 2025**

**CPHQ – Certified Professional in Healthcare Quality** **Feb 2024**

**Leading and Influencing as a Manager / Department Chair** **Oct 2023**

**ACC – Associate Certified Coach |** ***International Coaching Federation (ICF)*** **2023**

**Six Sigma Green Belt** **Jun 2021**

**Neurofeedback Therapist Certification |** ***IFEN, Germany*** **2018**

**Clinical Instructor Program |** ***Ministry of Health (MOH)*** **2017**

## V O L U N T E E R E X P E R I E N C E

**Medical Volunteer** **2021 – Present**

***Various Healthcare Initiatives***

- Contribute to healthcare outreach and community wellness programs through national health volunteering platforms.

**Translator (Volunteer)** **2022**

***Al-Mawaddah Organization***

- Translated educational and training course materials, enhancing accessibility of learning resources for diverse audiences.

**Research Consultant (Volunteer)** **2019 – Present**

- Support Bachelor's, Master's, and PhD students in research methodology development, manuscript preparation, article critique, and pre-defense reviews.

**Multiple Sclerosis (MS) Patient Advocate & Educator** **2016 – Present**

- Provide educational and psychosocial support to individuals living with MS through organizations including Moeen, Wasm, and King Fahad Armed Forces Hospital (KFAFH), as well as digital platforms.

**Blind's Buddy Volunteer** **2019**

- Assisted in preparing and digitizing book manuscripts to support the development of accessible reading materials for visually impaired individuals.

**Data Analysis & Visualization Volunteer** **2018 – 2019**

***Bunyan Association***

- Delivered statistical analysis, data interpretation, and presentation development to support organizational projects and reporting initiatives.

## WORKSHOPS & SPEAKING ENGAGEMENTS

- Leadership Development
- Design Thinking
- Emotional Intelligence
- Women's Leadership
- Talent Development
- Healthcare Innovation

## LANGUAGES

- **Arabic** – Native speaker
- **English** – Professional Working Fluency (Excellent)