



Loay Dirar is a strategy and transformation advisor with over two decades of experience supporting public and private sector organizations across the GCC and MENA region. His work focuses on corporate strategy, strategy execution, M&A, portfolio and PMO design, risk management, and organizational transformation.

Loay has led and advised complex engagements in healthcare, social development, real estate, startups, media, telecom, and government entities, helping organizations translate strategy into execution through practical operating models, strategy management offices, and performance and risk frameworks.

He is also the founder of multiple knowledge platforms, including the ***IN Practice*** podcast, where he explores real world strategy and transformation case studies.

He holds a master's degree in Strategic Planning from Edinburgh Business School and is based in Abu Dhabi, working with organizations across the region on building sustainable, execution ready strategies.