



## CLIENT EXPERIENCE

UK, Saudi, UAE

(Lived and worked)

Australia, New Zealand,  
Spain, Poland

(Market P&L)

Australia, USA, UK

(Acquisitions/ Divestment)

India, Chile, Saudi Arabia

(Market Entry)

Saudi Arabia

(JV's)

## BOARD EXPERIENCE

CFO - IMC Hospital,  
Jeddah

CFO – Tawuniya Insurance,  
Riyadh

Chief Strategy Officer -  
Bupa, Jeddah

CFO – Bupa, Jeddah

Group Financial Controller -  
Bupa Group, London

CFO Bupa Hospitals,  
London

CFO – Bupa Insurance,  
London

UAE Advisor – Altibbi,  
Sandbox, Access

## OVERVIEW

Fraser has over 30 years' experience within a variety of industries, blue-chip organisations & across functional c-suite roles primarily in finance, the last decade of which was based in the GCC. In terms of outcomes, he is most proud to have helped 3 businesses to lift profitability by over \$150m, to be an award winner for investor relations twice and to have sold a business for \$2b at significant profit. He is currently building a portfolio career and having completed his coaching qualification is excited to be supporting fellow leaders.

## APPROACH

Fraser is naturally open, reflective and endlessly curious and connects quickly with people. He believes in having a purpose-led organisation and he himself is a leader with a high affinity for developing people and creating a culture that will drive performance excellence and value creation.

Fraser's unique talent is in helping leaders to shape the big picture and simplify complexity for others. He believes it is critical to not only make employees feel valued, but to help them see the end goal and feel part of something special. His passion is in enabling organisations and individuals to realise their full potential.

## CAREER HISTORY

Fraser has mainly worked in healthcare (funding & provision), but spent a decade in banking (Lloyds), FMCG (Diageo) and sometime in manufacturing. His c-suite roles range from Group Financial Controller, to Chief Strategy Officer, Chief Risk Officer and Chief Financial Officer.

Fraser has over a decade of experience in Saudi Arabia, mostly within the two leading insurance companies (Bupa Arabia – single line, Tawuniya – multi-line). He also helped create the strategy for Bupa's entry into the provisioning business in Saudi (My Clinic) and most recently worked for IMC (International Medical Centre), a secondary/tertiary hospital in Jeddah supporting them with their 2030 strategy with a focus on profitability.

## PERSONAL

Fraser has two grown up children who live in London, but he himself prefers living in the sunshine of the UAE. He loves spending time outdoors and enjoys a range of sports including sailing, snow boarding, skiing, golf, riding a bike and water skiing.