



SEMARTI
شركة التطوير الذكي للاستشارات

Build trust
Guide decisions
Grow businesses

Public Relations & Communications
Corporate Governance
Business Development





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SEMARTI at a glance

SEMARTI is a Saudi consulting firm that brings together diverse professional expertise to help organisations build trust, strengthen decision-making and develop growth opportunities. We work across three connected areas: public relations and communications, corporate governance, and business development.



Our direction

We begin by understanding what your organisation wants to change. We then shape the scope around the priorities and deliverables that help you take the next step.



The value we work for

Confidence in communication, clarity in decisions and focus in growth. We turn these goals into tools and practices your team can use and monitor.



When can SEMARTI help?

Start with the challenge your organisation needs to address.



Public Relations & Communications

When messages diverge and your relationships and presence need direction.



Corporate Governance

When authority overlaps or decisions and responsibilities are hard to track.



Business Development

When you want to expand and need to assess opportunities and set priorities.



Begin with one service or combine services to suit your needs.



Why public relations and communications matter

Your organisation's value needs clear messages and thoughtfully managed relationships.



Consistent messages

Align what your organisation says across leaders, employees and channels.



Stakeholder trust

Understand influential groups and communicate in ways that address their needs.



Readiness under pressure

Define spokesperson roles and approval routes before a sensitive situation arises.



Measurement that matters

Link communications activity to clear goals and measures that guide improvement.



Public Relations & Communications Consulting

We help you build corporate communications that express your direction clearly and connect your messages with stakeholders' needs. We develop plans and tools that help your team communicate consistently, manage reputation and prepare for sensitive situations.



What we develop with you

○ Stakeholder insight

Identify influential groups, their needs and communication priorities.

○ Public relations planning

Plan media presence, channels, content and internal communications.

○ Messaging and narrative

Develop your corporate narrative and key messages for each audience.

○ Communications readiness

Define response roles, approval routes and communications measures.

Potential deliverables

Stakeholder map • Corporate messaging guide
Communications plan and metrics • Initial communications response guide



Why corporate governance matters

As your organisation grows, clarity in decisions and responsibility becomes more important.



Clear authority

Define who decides, who reviews and when an issue needs to be escalated.



Visible accountability

Assign decision owners, deadlines and a process for reviewing progress.



Less friction and overlap

Address overlapping roles and over-reliance on individual judgement.



Trust and continuity

Documented practices support consistency and reassure partners and stakeholders.



Corporate Governance Consulting

We help you build a governance framework suited to your size and stage of development. We clarify roles and authority, structure policies and establish decision-making and follow-up processes, giving leadership and management a clear basis for responsibility and accountability.



What we develop with you

○ Current-state assessment

Identify overlapping responsibilities, gaps and development priorities.

○ Policies and procedures

Develop priority policies and tools for their approval and review.

○ Roles and authority

Clarify the responsibilities of governing bodies and management, and decision routes.

○ Monitoring and accountability

Track decisions and review adherence to agreed procedures.

Potential deliverables

Governance framework • Roles and authority matrix
Priority policies and charters • Decision log and follow-up process



Why business development matters

Growth ambitions become more actionable when grounded in informed choices.



The right opportunities

Assess opportunities against market needs and your capabilities before committing.



A clearer value proposition

Define what you offer, who it serves and why a customer would choose it.



Focused resources

Prioritise initiatives so that effort goes towards the most suitable opportunities.



Partnerships for growth

Clarify roles, shared interests and how the relationship will develop and be reviewed.



Business Development Consulting

We help you turn growth ambitions into practical choices informed by your market, customers and capabilities. We assess opportunities, define your value proposition and organise expansion and partnership options into a plan you can monitor.



What we develop with you

○ Markets and customers

Analyse target segments, their needs and the competitive landscape.

○ Value proposition and partnerships

Develop your offering, routes to market and potential partnerships.

○ Growth opportunities

Assess and prioritise opportunities by their fit and feasibility.

○ Action planning

Define initiatives, responsibilities and progress indicators.

Potential deliverables

Market and customer segment analysis • Prioritised opportunity map
Value proposition and partnership options • Development plan and progress metrics



Our service philosophy



Understand the context

We listen to stakeholders, review the information and define the challenge, objectives and scope.



Design the solution

We turn our assessment into options, advice and tools suited to your organisation and priorities.

From understanding to implementation

Clear scope

Practical deliverables

Ongoing engagement and review



Support implementation

We explain the deliverables and work with your team on roles, implementation steps and feedback.



Measure and improve

We review progress against agreed indicators and identify what needs adjustment or follow-up.



What you receive

Tools that help your team make decisions, implement and monitor progress.

Illustrative deliverables, not results from previous projects.



Stakeholder map

Priority stakeholder group

Communication needs

Relevant message and channel

Focus communication on the right audience and issues.



Authority matrix

Decision or activity

Decision owner

Review and escalation

Clarify who decides, who reviews and when to escalate.



Opportunity map

Target opportunity

Priority criteria

Next step and owner

Compare opportunities and turn choices into action.

Actual deliverables are tailored to your data, your team and the agreed project scope.



Why choose SEMARTI?

Every engagement is built on deeper understanding, clearer advice and implementation you can track.



Experience that informs diagnosis

We bring our consultants' experience to your actual business questions and test assumptions before recommending a course of action.



Solutions that fit your reality

We shape the scope and deliverables around your stage, resources and priorities, and discuss the options with you.



Connected expertise

We connect communications, governance and business development when a challenge calls for more than one perspective.



Clear support and accountability

We agree who leads, what will be delivered and how it will be reviewed, then support your team within the agreed scope.





From AI answers to decisions you can act on

AI tools can accelerate research, analysis and drafting. SEMARTI adds value by connecting these capabilities to your organisation's context, checking assumptions, discussing options with decision-makers and supporting implementation.



Understand the reality

Interview stakeholders and review organisational data to define the problem, constraints and priorities.



Verify and exercise judgement

Check sources and assumptions, and weigh options and risks before making a recommendation.



Engage decision-makers

Facilitate discussion, clarify areas of agreement and disagreement, and define decision responsibilities.



Turn outputs into practice

Develop tools, roles and implementation steps your team can use.



Review progress

Track implementation and discuss adjustments using agreed indicators and scope.

We use technology within an advisory process grounded in professional review and accountability.



Experience & engagements

SEMARTI draws on the professional and advisory experience our consultants have gained with organisations across different sectors. The logos below refer to our consultants' previous experience or to engagements undertaken by SEMARTI.



These organisations reflect consultants' prior experience and company engagements.



Message from the CEO

At SEMARTI, we believe advice creates value when it helps an organisation make clearer decisions and put them into practice. Trust requires consistent communication. Decisions require clear governance. Growth requires an understanding of the market and the selection of suitable opportunities.



That is why we bring together public relations and communications, corporate governance, and business development consulting. Clients can start with their actual need: a message to refine, authority to clarify or a growth opportunity to assess. We connect these areas whenever doing so serves the organisation's objective.

Drawing on our team's experience, we begin by listening and reviewing the facts, then discuss alternatives and build practical tools. As AI evolves, we see its potential to improve the speed and depth of our work. Verification, professional judgement, engagement with decision-makers and implementation support remain core responsibilities.

Our commitment is to a clear scope, understandable deliverables and reviews that help each engagement progress. We want client relationships built on trust and clarity, with the value of our advice measured by its usefulness and the organisation's ability to put it into practice.

Samer Namanqani

Chief Executive Officer

SEMARTI

Smart Development Consulting Company



How we begin

Together, we choose the engagement format that fits your organisation's stage and how clearly its needs are defined.



Focused assessment

When you need to understand the current situation and set priorities.

An assessment, priority gaps and a proposed development direction.



Development project

When the problem and required deliverables are clear.

An agreed scope, deliverables and review milestones.



Ongoing advisory support

When leadership needs continuing review and support.

Topics, frequency and follow-up arrangements tailored to your needs.

We start by defining the challenge and the desired outcome, then develop the right scope of work.



Let's start with the challenge you want to solve

Tell us about your organisation, the challenge you are facing and the outcome you want to achieve. We will discuss a suitable starting point and scope of work.

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