

## Mourad Ben Ayed

Mourad Ben Ayed is a strategist and executive focused on sustainable growth and social value. As Partner at A&B Advisory, he designs and implements outcome-oriented strategies for corporates, governments and non-profit organizations. He brings over 20 years of experience in finance, including roles at UBS Investment Bank and HSBC, where he managed institutional portfolios across Europe and the Middle East. He is a board member at Prince Sultan University's Center for Sustainability.

Ben Ayed holds a Master's in Banking and Portfolio Management from the University of Paris XII as well as a Master's in Finance from HEC Paris.