
The Business Family House

Company Profile



THE
BUSINESS
FAMILY HOUSE



About the Business Family House

The Business Family House is a boutique advisory firm specialized in supporting business families through providing value-added solutions to the most pressing matters that families face.

Our philosophy is to bring you top experts of family business from the Kingdom, together with the most renowned global experts in the field to support you achieve your objectives, grow, prosper, and sustain.

Our mission is help business families achieve their fullest potential to realize their aspirations for the family and the business.

Our vision become the leading boutique firm specialized in family businesses in our region by providing trusted advice and value-added services.

What makes us unique?

● We bring the best experts of family business from Saudi Arabia, who understand the national culture, local values, and speak the language. Our local experts team up with international family business experts who provide the latest advancements and best practices to support our clients in their journey.

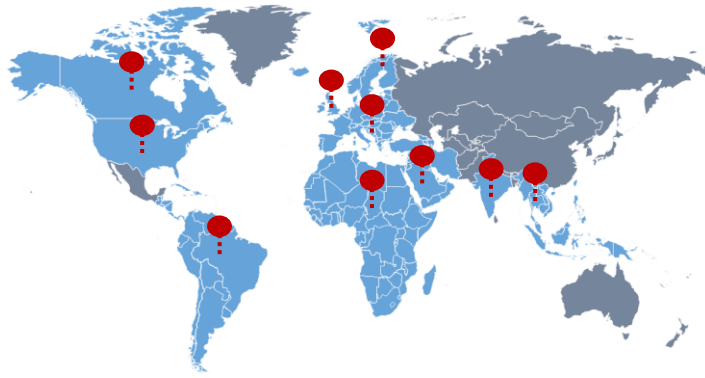
● The work we do with each family is tailored to their own requirements and challenges, and we remain dynamic in our approaches to adapt to the situations we are dealing with as they develop.

● We focus on the deeper dynamics by helping business families understand the root causes and implications of their decisions while creating the right structures and policies that address the family's patterns and history, as well as family members relationships and emotions.

“Dr. Abokhodair successfully completed an advisory engagement for HAACO during 2020, the assignment was conducted with great care, diligence and attention to detail resulting in a successful strategic outcome for our family business. I have no hesitation in recommending working with Dr. Abokhodair, an advisor of the highest standard.”

**Mr. Mohamed Ali Alireza,
CEO, Haji Abdullah Alireza &
Co. Ltd.**

Our Experience



Our experts bring **decades of experience** in advising business families around the world. We pride ourselves for the wide base of business families that our experts have supported globally, including renowned families in the Middle East, Europe, Africa, South East Asia, as well as the Americas, and India.

Our experts are **highly qualified advisors** with strong experience in family business dynamics, owner and corporate strategy, family business governance, succession processes, and next generation development. Their work included families across a **wide range of generations**, from founder based to families beyond their 10th generation.

Many of our experts **come from business families** and have spent substantial time conducting research and contributing to thought leadership locally and globally.

Many of us serve as **board members** in diverse family businesses and non-family organizations around the world.

Our experts regularly **publish in top academic and practical journals** such as Administrative Science Quarterly, Family Business Review, Strategic Management Journal, Entrepreneurship, Theory & Practice, Journal of Management, Cambridge and Oxford University Press, Economist, Financial Times, Tharwat Magazine, and the International Journal of Entrepreneurial Behavior & Research.

Many of us have also **taught in prestigious universities** around the world including *King's College London, IMD, INSEAD, Harvard, MIT*, Université de Luxembourg, American University of Sharjah, Princess Nourah bint Abdulrahman University, IMT School for Advanced Studies, University of Witten, University of Edinburgh, University of Ottawa, and NUS Business School in Singapore.

Our Experts



Sabine Rau
Germany
+20 years of
experience



Carlo Salvato
Italy
+25 years of
experience



Lama Alsulaiman
KSA
+20 years of
experience



Hanoof Abukhodair
KSA
+10 years of
experience



Grégoire Lmfeld
Switzerland
+25 years of
experience



Marleen Dieleman
Singapore
+15 years of
experience



Dalal Alrubaishi
KSA
+10 years of
experience



Alfredo De Massis
Italy
20+ ears of
experience



Christine Blondel
France
+20 years of
experience



Karin May
Germany
+20 years of
experience



Henry Foley
USA
+30 years of
experience



Khaled AlFahim
UAE
+20 years of
experience



Samuel Bruehl
USA
+10 years of
experience



Rodrigo Basco
Argentine
+20 years of
experience



Christiane Scholderer
Germany
+15 years of
experience



Our Areas of Support

Our services are tailored to the needs and challenges that business families face, especially at the intersection of the family, ownership, and the family enterprise. Our work helps business families in many ways.

Diagnosis of your Family Enterprise System

Through our Diagnosis process, we help your family in identifying the main risks that you are likely going to face in the future, and the unique strengths that your family could build on for achieving continuity.

Common questions that business families face:

Are we aware of future opportunities and challenges that are specific to our family and businesses? Are we aligned in our interests and priorities for the family enterprise? How can we mitigate future risks of conflicts? What needs to be done to have a smooth transition to the next generation?

Owner Strategy and Governance

We assist your family in making tough but important strategic decisions as a family in business and identify your main objectives as an owner group. This work also supports you in designing your ownership and corporate governance structures in ways that align with your objectives and values, and also find ways to keep the growing family together and qualify the next generation of responsible owners.

Common questions that business families face:

Why are we in business together? Should we remain in business together? If needed, how can family members exit the business? What roles should family members play in the governance of the business? Who becomes an owner and who becomes a board member? Who makes which decisions?

Next Generation Development

We help your family in defining the role you wish for the next generation to play in the family enterprise in the future, and assess the state of readiness of your next generation. From there, we assist you setting your objectives for developing the NextGen and in charting a development plan.

Common questions that business families face:

What roles do we wish for our NextGen to hold in the family enterprise in the future? Should we support the development of our NextGen? Towards what ends and how? Is our NextGen interested in taking over the family enterprise and continuing the family mission one day?



Our Areas of Support

Generational Transition

Our work on generational transition helps your family decide when and how to transfer ownership to the next generation and organize the process of working together after the transfer takes place. We also help you identify and prepare the next generation of leaders, find a fair process for electing the next ones, and decide whether only family members should be considered for leadership positions.

Common questions that business families face:

What is a fair share distribution when ownership is passed to the NextGen? Who will lead the family enterprise going forward? Do we have willing and able family leaders to take over the business? How can we avoid conflicts around ownership and leadership when they are passed to the NextGen?

Alignment and Communication

We support your family in understanding the sources and nature of the misalignments you are facing. We also supports you in understanding the ways in which your family's rooted patters influence effective communication and interaction between family members, and identify the best ways to deal with differences to ensure that neither the business nor the family is affected negatively.

Common questions that business families face:

Are we aligned in our interests and priorities about the family and the business? how can we tell? How can we build alignment between family owners / leaders? Are our communication norms and processes effective in sustaining our family enterprise? How can we minimize potential conflict?

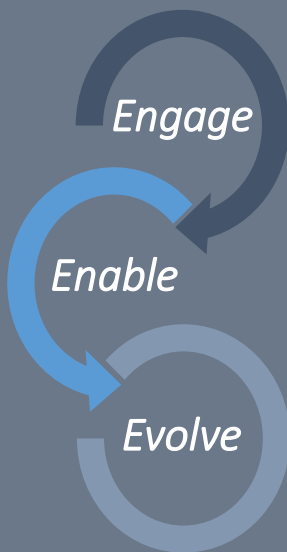
Expert Support and Coaching

Our work providing our experts' support helps your family members in navigating the day-to-day challenges they are facing, whether in performing a newly assigned role, activating and implementing a news designed structure or policy, preparing for future ownership, performing current leadership roles, or in navigating difficult intergenerational dynamics, to name a few.

Common questions that business families face:

How can we activate our board of directors and general assembly? How can we implement our family employment policy in an effective independent way? How can we initiate the family committees we created as part of our governance of the family enterprise?

Our Approach



We engage with your family and business in a long learning journey that allows us to build deep understanding of your family and business. We listen, involve the main contributors in the discussion, and give voice to everyone concerned.

We utilize our deep understanding of your situation, combined with our knowledge of research and successful practices, to equip you with the knowledge, skills, and experiences that enable you to find the best solutions for your own challenges, and achieve your objectives long after we are gone.

We help in implementing the solutions we co-created with you to ensure that your family and business evolve as a result of our work with you.

Client Testimonies

“Working with the Business Family House, Dr. Sabine and Dr. Hanoof has proved that mixing local knowledge with international expertise is the best way for us as a family to move forward.

Their knowledge and attention to details made the process smooth and exciting. Not to mention their friendly personalities that allowed the whole family to open up and be part of the process. Today we are stating the 3rd quarter of 2022 with a whole new vision and strategy set by the values Dr. Sabine and Dr. Hanoof helped shape with us.”

Mr. Motasim Hajaj, Chairman, Hajaj and Associates


“The team at The Business Family House got involved with the National Family Business Center twice in the center’s short history. Dr. Abokhodair and Dr. Alrubaishi had finalized a research on family businesses in Saudi Arabia that was commissioned by the Center. A couple of years later, Dr. Abokhodair provided advisory services on several projects in the center and worked closely with the Center’s staff and executives. In both cases the Business Family House team showed excellent knowledge about family businesses and great professionalism. I would not hesitate to highly recommend them for any work in this space.”

Dr. Ghassan Alsulaiman, Chairman, The National Centre for Family Businesses



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Contact us

To learn more about us and to stay up to date with our events and initiatives, please visit our webpage bfh.com.sa and follow us on [LinkedIn](#) 



Dr. Hanoof Abokhodair
Managing Partner



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