

BIOGRAPHY

Mr. Majed Khalid Alassaf



Mr. Majed Khalid Alassaf is a seasoned investment and finance professional with extensive experience in consumer goods, retail, and strategic investments across the MENA region. He currently serves as a Senior Director and Head of the Consumer Goods & Retail Section at the Public Investment Fund (PIF) under the MENA Direct Investments division, where he oversees key investments and partnerships in the retail and consumer sectors.

Mr. Alassaf is also a Non-Executive Board Member in several leading Saudi and regional companies, including Tamimi Markets Company, Halal Products Development Company, SALIC – Saudi Agricultural and Livestock Investment Company, Al Madinah Heritage Company, Saudi Coffee Company, Noon Investment Company, Kayanee Company, Sawani Company, and AlWaha Duty Free Company. He is actively involved in multiple board committees, including Executive, Investment, and Nomination Committees, contributing to governance, strategy, and value creation across these organizations.

Prior to joining the Public Investment Fund, Mr. Alassaf served as Assistant Director at Ernst & Young (EY) in the Transaction Advisory Services practice from 2012 to 2017.

Mr. Alassaf holds a Bachelor of Science degree in Finance from York University in Canada (2011).