ABDULAZIZ BINKHAMIS

Insights & Strategy | Market Intelligence | Decision Support

abdulazizsskhamis@hotmail.com • Saudi Arabia • linkedin.com/in/abdulaziz-binkhamis

PROFILE

Strategy and insights professional with 5+ years across insurance, retail, and consulting. Built Tawuniya's market research and insights function from the ground up, including market sizing frameworks across four insurance lines and a rebuilt Brand Health Tracker used across the business. Experienced in translating market, customer, and brand data into structured analysis that supports growth, positioning, and business decisions.

CORE EXPERTISE

Strategic Planning & Decision Support • Market & Competitive Intelligence • Market Sizing & Opportunity Assessment • Vendor & Methodology Oversight • Business & Growth Strategy • Brand & Customer Strategy • Executive Reporting & Storytelling • Research & Insights Function Building

PROFESSIONAL EXPERIENCE

Strategy & Insights Specialist | Tawuniya Dec 2023 – Present

Insurance, Saudi Arabia

- Built and led the market research and insights function from scratch, covering research design, agency management, analysis, and decision support.
- Identified and corrected a sampling bias in vendor Brand Health Tracker data, where one competitor represented 80% of a segment sample versus approximately 47% actual market share.
- Reviewed and managed the calculation behind Tawuniya's masterbrand attribute weighting, proposing a hybrid reweighting that incorporated Medical B2C's brand reach across roughly 13 million insured lives.
- Led four market sizing and growth opportunity assessments across Cyber, Travel, Home, and Construction insurance, developing a distinct methodology for each based on market maturity and distribution structure.
- Built a single measurement framework for the Brand Health Tracker across five lines of business, giving leadership one comparable view to prioritize brand investment decisions.
- Designed and deployed Power BI dashboards giving leadership ongoing visibility into brand and market performance, reducing reliance on static reporting.

Market Intelligence & Insights Specialist | Abdullah Al-Othaim Markets Feb 2023 – Dec 2023

Retail / FMCG, Saudi Arabia

- Built a competitive intelligence mapping system across 100+ FMCG stores to inform location and expansion strategy.
- Produced consumer and market insight reports that directly shaped expansion and positioning decisions.
- Tracked pricing and competitor activity on an ongoing basis to support commercial planning.

Research Executive | 4sight Market Research Oct 2021 – Feb 2023

Consulting, Saudi Arabia

- Managed end-to-end research projects across banking, telecom, real estate, and digital wallet sectors, from design through delivery.
- Built benchmarking frameworks for product positioning and service evaluation used across multiple client engagements.
- Led mystery shopping and loyalty/digital wallet perception studies that shaped branding and product communication ahead of launch.

SELECTED STRATEGIC PROJECTS

Insurance Market Sizing & Growth Opportunity Program 2025

- Designed and delivered four growth opportunity assessments across Cyber, Travel, Home, and Construction insurance, giving leadership a structured basis for evaluating growth investment across insurance lines.
- Developed segment-specific sizing approaches based on market maturity, customer accessibility, distribution structure, and competitive dynamics, rather than applying a single methodology across all markets.
- Identified limitations in the penetration-based methodology used for the Cyber study, where observed penetration reflected supply constraints in an emerging, single-provider market rather than underlying demand. Developed an opportunity-sizing framework using behavioral indicators from an original n=800 survey, including 68% of consumers already spending on digital security tools and 51% reporting low confidence managing cyber risk independently.
- Identified distribution economics as a key structural constraint on Cyber insurance growth, as premiums were too low to support traditional broker channels, informing the go-to-market approach for Tawuniya's newly IA-approved personal Cyber product.
- Assessed Home insurance by separating mortgage-linked and voluntary demand, including customer eligibility and distribution through banks and Ejar, to establish Tawuniya's addressable opportunity.
- Assessed Construction insurance through market growth, geographic concentration, and competitive shares to define the size and structure of Tawuniya's growth opportunity.

Brand Health & Strategic Insights Program Dec 2023 – Present

- Established the Brand Health Tracker framework as a decision tool for prioritizing brand investment and identifying differences in brand performance across business lines.
- Delivered insights and recommendations that contributed to +25% brand awareness improvement and +10% brand power growth.

Customer Retention & Lost Accounts Study May 2024 – Jan 2025

- Designed the methodology to isolate drivers of corporate client switching in the health insurance segment, translating findings directly into retention initiatives.

TOOLS & METHODS

Power BI • Statistical Analysis • Market Sizing Frameworks • Vendor & Methodology Review • Advanced Excel

EDUCATION

Bachelor of Information Science, King Saud University, 2015 – 2020

LANGUAGES

Arabic: Native • English: Bilingual