

## Umer Khalid Sharif

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### Education

#### Institute of Chartered Accountants, England and Wales

Chartered Accountant, PwC-trained (100% First-time passes)

London, UK

2017

#### Imperial College Business School

MSc Management, Merit

London, UK

2013

Thesis: Assessing the real-world applicability of Game Theory in pricing decisions

#### University of Essex

BSc Economics, First Class (Honours)

Colchester, UK

2012

Thesis: Analysing the impact of inflation rate uncertainty on investment in the UK

### Experience

#### Joa Capital

Riyadh, Saudi Arabia

##### Investment Director

Dec. 2023 - Present

Investing in Saudi Arabia's technology ecosystem, focusing on providing capital and advice to early stage startups in areas which accelerate Vision2030's ambitions, including FinTech and HealthTech businesses

- **Investment:** Leading investment team in analysing opportunities, including hands-on oversight of DD and IC processes for 9 transactions since joining, including investments in: BuildNow, Investsky, JeelPay, MediQ
- **Fund management:** Implementing new processes for improved investment outcome. Redesigned approach to IC materials for more efficient and effective ICs. Implemented dealflow software for improved visibility and faster decision-making: eliminated 70% of open discussions within 1 month, and now a core tool used daily by the team.
- **Growth strategy:** Advising portfolio companies on product and sales strategies, including: Investment FinTech on product strategy, Children's financial literacy FinTech on revenue model, go to market and investor readiness
- **Ecosystem creation:** Finding & developing synergies in portfolio, brokering joint-GTM agreements between PortCos
- **New products:** Supporting launch of credit funds for lending-focused PortCos to accelerate growth without dilution
- **Portfolio management:** Support portfolio companies in growth journeys, leveraging extensive startup experience and working with founders. Examples include: supporting CEO of logistics startup with potential acquisition

#### FNZ

London, UK

##### Head of Ventures

Jan. 2022 – Nov. 2023

Led the Corporate VC arm of FNZ, a \$20bn UK FinTech focused on investment management. Led £1-10m investments in FinTech businesses, owning the entire portfolio and process from fund creation & strategy through to deal completion

- **Investment:** Led 8 investments from origination to completion, leading gap analysis, DD process and negotiations  
Key deals: Bondsmith (Series A), Titanbay (Series A), Legado (business case & funding Wonderbill acquisition)
- **Fund management:** Defined FNZ Venture investment thesis for first time: implemented formal IC and governance processes from scratch, preparing templates for each stage of process and leading follow-ups
- **Value creation:** Responsible for managing performance of portfolio, providing guidance and support to PortCos through guidance, strategic workshops and introductions, leveraging corporate strategy expertise and network. Key deals include: connecting firms to create an ecosystem of strong partners; strategy transformation (reshaping value proposition); designed and implemented a ground-up performance reporting process for CEO and shareholders
- **Turnaround:** Driving transformation of low-performing PortCos through active intervention, critically assessing strategy and operations, re-shaping value propositions and GTM strategies. PortCo outcomes include: introducing & strategising merger; identifying & introducing GTM partners, identifying sales opportunities
- **Fund structuring:** Designed corporate venture fund structure for investments to improve decision-making quality and speed, increase investment discipline and create an LP-GP relationship
- **Board roles:** NED of 3 PortCos and adviser to 4 (including the UK's fastest growing asset manager) following requests to take advisory role due to industry expertise and commercial approach: "[Umer is] the only VC investor we have met from a corporate background who genuinely has an entrepreneurial approach. His inputs are always welcome"
- **Corporate strategy:** Led global strategic business plans with function CEOs & product leads, creating & executing plans investing in: new products (Titanbay, NatureAlpha), ecosystem (Aspen) and 2 acquisitions (1 from Portfolio)
- **Acquisitions:** Led 3 acquisitions: AI-driven ID verification software (Germany); Financial advisor technology platform (Portugal); data integration and connectivity SaaS business (UK)

#### PwC Raise | Ventures

London, UK

## Umer Khalid Sharif

### Investment Manager

Oct. 2020 – Dec. 2021

Strategy & fundraising advisory for founders of UK-based startups raising institutional investment of c.£1-15m from VCs, Strategics & Family Offices, specializing in consumer and technology businesses

- **Deal sourcing:** Origination of startup clients, monitoring pipeline, preparing and presenting investment papers for IC
- **Financial models:** Built financial model for clients. Examples include building model for luxury retail brand, testing growth and operational assumptions to ensure business plans are appropriate for launching the external fundraising process
- **Pitch decks:** Analysed, designed and built pitch decks as well as providing detailed feedback to founders, including feedback on investor documents and targeted investor lists for D2C businesses and a traveltech scale-up
- **Market sizing:** Led market sizing and value proposition workstreams and providing training (internally to upskill teams and externally to educate clients): sized c.20 markets across various use cases / sectors
- **Growth strategy:** Leveraged commercial & industry expertise, making value-add recommendations: advised D2C client on operational changes, doubling runway; advised consumer tech firm on GTM strategy to maximise outreach
- **Further sample deal work:** Haircare brand raising £3m, Traveltech raising \$20m, MedTech raising £8m, PropTech acquired for £15m, Luxury men's brand raising \$3m, Mobility AdTech business raising £5m

**Strategy& Deals** (*Strategy consulting subsidiary of PwC, formerly Booz & Co.*)

London, UK

### M&A Strategy Consultant

Sept. 2017 – Oct. 2020

Advised PE and corporate clients on commercial due diligence and growth strategy for 20+ deals within the technology, retail and consumer sectors, with extensive market sizing and competitive trend analysis. Highlighted projects:

- **New Market Entry:** Acquisition of HCM software & new market entry strategy for Providence PE. Managed 6 analysts from 5 countries to assess size and competitive dynamics of 10 EU markets and identify expansion opportunities, ranking markets by attractiveness and recommending entry method (organic, partnership or acquisition)
- **Buy & Build:** Diligenced acquisition targets for \$1bn UK software firm, pre- and post-integration. Led interview programme of 150 customers and industry experts across 3 projects to assess business plan viability and likelihood of successful integration. Uncovered causes of customer churn, recommending actions to management to retain clients
- **Competitive Dynamics:** VCDD of UK's fastest growing traveltech business. Led comparison of competition, including a detailed analysis on customer experience, reporting the findings and appropriate recommendations directly to the CEO
- **Further sample deal work:** VCDD for social media adtech specialist, VCDD for carbon spar (sailing) manufacturer, corporate strategy for B2B software business, CDD for car maintenance data provider

### PwC

London, UK

**Assurance** (Banking & Capital Markets)

Apr. 2014 – Sep. 2017

Led assurance engagements for major global finance businesses, including multinational banks and brokerages, managing teams of junior staff to meet deadlines and maintain excellent attention to detail for regulatory engagements

- Led high profile LIBOR projects for Barclays/ICAP after rate-fixing scandal, developing exceptional client relationships and directly reporting to and advising Head of LIBOR and Head of Compliance: "Umer is a credit to PwC"
- Coached junior staff and managed workflows: "Umer effortlessly forms great relationships"
- Selected to advise PwC Board: internal generational workplace culture project; interviewed candidates for PwC Partnership

### Additional relevant experience

### Angel investor

Mar.2022 – Present

Small ticket angel investments in UK-based startups across finance, technology and consumer sectors

- Investments include: Shariah compliant neo-bank, SaaS for investment firms, PropTech SaaS, coffee brand
- Advise startups on key areas including: GTM strategy, product roadmap, fundraising, key hires, governance and more

### Menswear startup

London, UK

**Founder** (cut short by bereavement)

Jan. 2017 – Sep. 2017

Designed a 'slow fashion' men's clothing brand: high quality & sustainable with a smartphone app and innovative range creation

- Final round of prototyping was underway before an untimely bereavement forced a traditional career

### Sharper Living

London, UK

**Owner & Editor**

Jan. 2011 – Sep. 2014

Designed, built, authored and managed a men's fashion & lifestyle website during my university studies

- Over 3m unique views. Edited 3 writers, including a best-selling author