zeeny
CONSULTING

COMPANY PROFILE

Global expertise. Humanitarian transformation.

The house of expertise for NGOs and international development

Strategic intelligence, lasting impact.

www.zeeny.co



Knowledge that creates transformation

We accompany institutions from strategic vision to successful implementation.



We help humanitarian and public institutions protect dignity, deliver aid and build capability that lasts.

Our senior expert network spans 17 countries, combining international standards with an understanding of the regional realities that shape institutional change.

Knowledge that creates transformation
Support that continues into implementation.

Global expertise, local understanding
International experience shaped around local realities.

Evidence-based consulting
Recommendations grounded in field knowledge, measurable outcomes and practical experience.

Seven disciplines.
One integrated practice.



01 **Institutional Transformation**
Restructuring, operating models, policies, procedures and institutional excellence frameworks.

02 **Governance, Compliance & Audit**
Board governance, transparency, risk frameworks and institutional accountability.

03 **Digital Transformation**
ERP, CRM, AI, CharityHub, automation and management dashboards.

04 **Strategic Planning & Performance**
Strategy, KPIs, Balanced Scorecard, monitoring and institutional change management.

05 **Humanitarian Programs & Development**
Programme design, emergency response, international partnerships and sustainable impact.

06 **Communication & Resource Mobilization**
Donor engagement, campaigns, media strategy, public positioning and fundraising.

07 **Risk Management & Crisis Response**
Disaster readiness, emergency management, crisis communication and institutional resilience.

International standards.
Regional intelligence.



One coherent transformation journey

Six enabling pillars connect leadership, operations, technology, people, trust and resources around the change your mission needs.

SIX ENABLING PILLARS

- Governance & Leadership
- Operations & Service Design
- Digital & Data
- People & Change
- Communication & Trust
- Sustainability & Partnerships

Programmes & impact form the shared outcome.

Seven decision points

01 Understand your starting point
02 Align leadership & establish ownership
03 Define success & design the model
04 Pilot the connected model
05 Review evidence & decide
06 Scale with control
07 Embed ownership & sustain progress

Progression follows evidence and agreed readiness.

Connected systems.
Capable people.

CHARITYHUB

25 connected modules

Separate donor and staff applications

A proposed connected operating platform for relationships, resources and programme delivery, configured around your organization’s priorities.

Donors, beneficiaries and sponsorships
Finance, people and institutional controls
Public engagement and field operations

Scope and integrations with systems such as SAP, Oracle, Microsoft Dynamics and Odoo depend on technical assessment.

TRAINING & CAPACITY BUILDING

5 days per programme

20 hours with a final applied project

Intensive professional programmes combine applied learning with assessment and practical tools participants can use in their institutions.

Accountability Journalism &
Public Spending Tracking

Evidence-Based Investigative Journalism

Strategic Media Monitoring & Analysis with AI

Leadership grounded in humanitarian practice



Abdul Rahman Al Zeeny

Founder & Principal Consultant

His career connects Gulf philanthropy with institutional strength. Leadership experience at Qatar Charity and Qatar Red Crescent Society spans humanitarian communications, emergency fundraising and digital fundraising transformation.

Through Zeeny, he advises humanitarian organizations, public institutions and philanthropists on institutional capability, public trust and partnerships that sustain humanitarian impact.

Selected documented record

2019	UNHCR Certificate of Appreciation Support for the For Humanity initiative.
2025–2030	Qatar’s charitable sector strategy Credited technical team member and contributor.
2018	ISO 31000:2018 risk management Completed training with an Excellent grade.



Humanitarian excellence begins with a conversation

Begin a confidential conversation with our senior team.

GENERAL INQUIRIES

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DIRECT TO THE FOUNDER

ceo@zeeny.co

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NGOs
Governments
International organizations

Senior expert network
across 17 countries