

Mina Nady Farhan, MBA, PMP®

Senior Development Manager | Real Estate Strategist | Architect

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PROFESSIONAL PROFILE

Senior Development Manager with 10+ years of experience leading residential, hospitality, office, commercial, and mixed-use developments exceeding \$500 million in value across the full development lifecycle.

Expertise spans development strategy, feasibility studies, financial modeling, investment appraisal, highest and best use analysis, master planning, product positioning, pricing, absorption, development phasing, CAPEX planning, authority approvals, pre-construction, and delivery.

Reports directly to the Chief Development Officer and prepares development, financial, and portfolio reports for the Saudi holding company. Completed multiple business trips to Saudi Arabia to present investment cases, financial performance, development progress, budgets, phasing strategies, and approval recommendations to executive stakeholders and shareholders.

Combines commercial strategy, financial analysis, real estate development, and architectural expertise to maximize land value, optimize investment performance, and translate business objectives into commercially viable and executable developments.

CORE COMPETENCIES

Development Strategy | Feasibility & Financial Modeling | DCF, NPV & IRR | Highest and Best Use | Master Planning & Phasing
Residential, Hospitality & Mixed-Use Development | Product Positioning & Pricing | CAPEX, Value Engineering & Approvals

SELECTED DEVELOPMENT EXPERIENCE

- Lead a \$500M+ portfolio of 15+ residential, hospitality, office, commercial, and mixed-use developments across the 10 million m² Somabay destination, covering more than 3,000 residential units and hospitality keys from feasibility and investment analysis through approvals, launch, pre-construction, and delivery.
- Direct a 15-person multidisciplinary team and coordinate Finance, Sales, Marketing, Legal, Projects, operators, investors, consultants, governmental authorities, executive leadership, and Saudi shareholder representatives.
- Evaluate and develop 7+ hospitality assets across international and independent brands, including Sheraton Soma Bay Resort, Kempinski Hotel Soma Bay, So Inn Hotel, Habitat Hotel, Mazeej Hotel, The Breakers Hotel, and Baycentral Hotel.
- Deliver 25+ financial models, investment cases, investment memoranda, scenario analyses, and Board-level presentations incorporating DCF, NPV, Project IRR, Equity IRR, equity multiple, payback period, scenario analysis, and sensitivity analysis.
- Prepare development and financial reports for the Saudi holding company and travel to Saudi Arabia to present investment recommendations, portfolio performance, project budgets, phasing, strategies, risks, and approval requirements to executive decision-makers.
- Manage more than \$2 million in design and development procurement and lead value-engineering initiatives that reduced selected material and fit-out costs by approximately 50%, while coordinating major regulatory and executive approvals.

EDUCATION

American University in Cairo

Master-Grade Diploma of Real Estate Development Management and Finance

Arab Academy for Science, Technology and Maritime Transport

Master of Business Administration, Marketing Management

GPA: 4.0

Cairo University

Bachelor of Architecture and Urban Planning

Grade: Very Good

PROFESSIONAL EXPERIENCE

Somabay, Red Sea (2020–Present)

Sr. Development Manager (2026–Present)

Development Manager (2024–2026)

Associate Development Manager (2022–2024)

Development Team Leader (2021–2022)

Development Architect (2020–2021)

Somabay is a 10 million m² integrated luxury destination on Egypt's Red Sea coast, comprising residential communities, international hotels, office and commercial assets, leisure facilities, marinas, infrastructure, public realm, and mixed-use developments. Somabay operates within a Saudi-owned holding-company structure, requiring regular development, financial, portfolio, and executive reporting to Saudi stakeholders.

Earned five successive promotions from Design & Development Architect to Senior Development Manager, assuming progressively broader accountability for development strategy, feasibility, investment analysis, financial reporting, master planning, product development, Saudi stakeholder coordination, design governance, authority approvals, launch preparation, pre-construction, and delivery.

DEVELOPMENT STRATEGY, FEASIBILITY & PORTFOLIO PLANNING

- Direct development activities across a \$500M+ portfolio of 15+ projects, including Wyte Residences, Baycentral, Blanca Gardens, Golf Town Houses - Marina Edition, Coves, Nautilus, Mesca, So Inn Hotel, Habitat Hotel, Mazeej Hotel, Sheraton Soma Bay Resort, and Kempinski Hotel Soma Bay, from feasibility through approvals, launch, pre-construction, and delivery.
- Evaluate more than 3,000 residential units and hospitality keys through feasibility studies and highest and best use analyses, assessing land use, density, product mix, infrastructure, phasing, development costs, commercial viability, cash flow, and long-term asset value.
- Define project positioning, product strategies, development briefs, pricing, sales forecasts, absorption scenarios, and launch recommendations with Sales, Marketing, and Finance teams.
- Prepare business cases, investment memoranda, development reports, and executive decision papers for senior management and the Saudi holding company, supporting project prioritization, capital allocation, stage-gate approvals, and portfolio decisions.
- Formulate long-term land-use, phasing, and monetization strategies for Baycentral, Marina commercial districts, retail destinations, hospitality zones, office developments, and future land parcels.

RESIDENTIAL, HOSPITALITY & MIXED-USE DEVELOPMENT:

- Translate feasibility conclusions and commercial objectives into masterplans, product definitions, and development briefs that optimize land utilization, saleable efficiency, operational performance, phasing, and customer experience.
- Advance Baycentral and the Marina commercial districts as integrated mixed-use destinations combining residential, hospitality, retail, F&B, office, commercial, leisure, marina, public realm, and placemaking components.
- Direct positioning, operator, and programming studies for 7+ hospitality assets, including Sheraton Soma Bay Resort, Kempinski Hotel Soma Bay, So Inn Hotel, Habitat Hotel, Mazeej Hotel, The Breakers Hotel, and Baycentral Hotel.
- Spearhead the architectural, interior, and product development of So Inn Hotel, comprising more than 150 keys, and direct the development and delivery of five Soma Breeze residential buildings comprising more than 100 apartments.
- Lead the development and design governance of the Soma Breeze Administration Building and Administration Building Extension, covering workplace requirements, space planning, consultant coordination, budgets, approvals, and delivery.

CONSULTANT MANAGEMENT, DELIVERY & APPROVALS:

- Lead a multidisciplinary team of 15 professionals and manage local and international master planners, architects, engineers, operators, and specialist consultants from concept through IFC and construction support.
- Establish development briefs, consultant scopes, procurement strategies, governance frameworks, stage-gate processes, approval matrices, and stakeholder-reporting structures.
- Manage more than \$2 million in design and development procurement and lead value-engineering initiatives that reduced selected material and fit-out costs by approximately 50% during the 2023 exchange-rate crisis.
- Integrate operator requirements, FF&E and OS&E reviews, brand standards, mock-ups, material approvals, site reviews, and construction coordination across Sheraton, Kempinski, So Inn, Habitat, Mazeej, and The Breakers.
- Secure regulatory approvals and coordinate with the Tourism Development Authority, Egyptian Environmental Affairs Agency, Shore Protection Authority, Armed Forces representatives, and other governmental authorities across residential, hospitality, infrastructure, marina, office, and mixed-use developments.

FINANCIAL & INVESTMENT ANALYSIS:

- Build and maintain dynamic financial models for residential, hospitality, office, commercial, and mixed-use developments, incorporating DCF, NPV, Project IRR, Equity IRR, equity multiple, payback period, scenario analysis, and sensitivity analysis.
- Appraise development costs, CAPEX, operating assumptions, revenue forecasts, pricing, absorption, financing structures, cash flows, and investment returns to support project viability, phasing, and capital-allocation decisions.
- Model Base, Upside, and Downside scenarios to evaluate the effects of pricing, absorption, construction costs, delivery timing, financing assumptions, and operating performance on project returns.
- Analyze hotel development economics using occupancy, ADR, RevPAR, departmental revenue, EBITDA, development cost per key, operator structure, and brand positioning.
- Prepare development and financial reports for the Saudi holding company, consolidating portfolio performance, CAPEX, cash flows, budgets, commercial forecasts, risks, and approval requirements.

- Completed multiple business trips to Saudi Arabia to present financial reports, investment cases, development strategies, and project recommendations and secure executive approvals for budgets, phasing, priorities, and capital allocation.
- Deliver 25+ financial models, investment cases, investment memoranda, scenario analyses, executive reports, and Board-level presentations supporting development approvals and portfolio investment decisions.

Confidential Development Management Consultancy, Cairo, Egypt (*Project-Based Saudi Portfolio*) (2024–2026)

Development Manager | Owner's Representative (Saudi Arabia Projects)

Worked within a confidential Development Management Consultancy delivering owner-side advisory services across Saudi Arabia. Supported eight large-scale developments in Riyadh, Jeddah and Al Khobar, including a SAR 2B residential community (400 villas), a Marriott Autograph Collection hotel, serviced apartments and mixed-use master-planned communities. Client identities remain confidential under NDA obligations.

KEY RESPONSIBILITIES

- Delivered owner-side development advisory services across 8 major developments in Riyadh, Jeddah and Al Khobar, including a SAR 2B residential community (400 villas), Marriott Autograph Collection hotel, 60 serviced apartments, and multiple mixed-use and master-planned developments.
- Led development activities from land due diligence, highest and best use analysis and feasibility through design management, procurement strategy, authority approvals and construction support across hospitality, residential and mixed-use projects exceeding SAR 10B in combined GDV.
- Prepared Development Briefs for residential, hospitality and mixed-use developments, defining project vision, product positioning, commercial objectives, design criteria, phasing strategies and delivery requirements.
- Developed and reviewed financial models, investment appraisals, development budgets, CAPEX strategies, cash flow forecasts and alternative financing scenarios supporting multi-billion Saudi real estate developments.
- Evaluated project feasibility, commercial viability, investment returns and development scenarios for master-planned communities, hospitality assets and residential developments to support investment decisions.
- Reviewed and optimised masterplans covering 400+ villas, hospitality developments and mixed-use schemes, improving land use efficiency, product mix, development density, infrastructure planning and phasing in accordance with Saudi Building Code (SBC) and municipal planning requirements.
- Led value engineering workshops on projects with a combined value exceeding SAR 10B, optimising capital cost, constructability, lifecycle performance and operational efficiency while protecting owner objectives.
- Coordinated development approvals and permitting strategies through Balady, supporting municipality approvals, Civil Defense coordination, utility authorities and environmental compliance for projects across Riyadh, Jeddah and Al Khobar.
- Prepared executive reports, investment papers, gateway presentations and strategic recommendations supporting stage-gate approvals and executive decision-making for high-value developments.

- Worked closely with investment, commercial, finance, legal and delivery teams to maintain alignment with the approved business case from feasibility through procurement, construction readiness and project mobilisation.

Egypt Uni-team (2019-2020)

Design Management Architect

- Delivered architectural design and consultant coordination for two commercial developments in Egypt's New Administrative Capital, comprising retail, mall, and commercial-center components under design-and-build contracts with the Engineering Authority of the Egyptian Armed Forces.
- Evaluated consultant submissions from concept through detailed design for both developments, covering plans, elevations, sections, construction details, schedules, specifications, commercial requirements, buildability, and multidisciplinary coordination.
- Integrated architectural interfaces with structural, MEP, façade, landscape, and interior-design consultants across both developments, resolving technical conflicts and maintaining consistency between multidisciplinary design packages.
- Produced and reviewed architectural documentation, façade details, internal layouts, finish schedules, material specifications, shop drawings, submittals, and RFIs, coordinating consultant comments and construction-stage requirements.

Cliché Advertising Boutique (2018-2019)

Interior Designer

- Developed interior-design solutions for Gardens Compound, a luxury residential project under the J.W. Marriott brand, producing layouts, finishes, furniture concepts, and design details aligned with the project's premium positioning and brand standards.
- Designed and delivered more than 30 exhibition booths for Cityscape 2019 and major events in Cairo, including booths for Dr. Whity and Egyptian Kuwaiti Real Estate Development, from concept design through production drawings, supplier coordination, and site implementation.

Egyptian Armed Forces, Engineering Authority (2016-2017)

Design & Development Coordinator

- Supported the early-stage development of commercial and administrative buildings, translating project requirements into preliminary concepts, area programs, design criteria, and technical briefs.
- Prepared project fact sheets and preliminary models covering land area, footprint, BUA, functional mix, space requirements, building efficiency, development quantities, cost assumptions, and estimated budgets.
- Reviewed architectural, structural, and MEP packages from concept through detailed design, ensuring alignment with approved briefs, operational requirements, budgets, and construction constraints.
- Prepared and reviewed quantity take-offs, BOQs, cost estimates, and project budgets, while evaluating alternative design options based on functionality, cost, constructability, and program impact.
- Coordinated consultants, contractors, procurement teams, and site engineers through design reviews, tender clarifications, technical submissions, RFIs, shop drawings, material approvals, and construction-stage coordination.

National Organization for Urban Harmony (2015-2016)

Urban Researcher

- Developed urban-development and preservation recommendations balancing new development requirements with heritage-conservation objectives.
- Partnered with planners, architects, governmental authorities, and community stakeholders to formulate planning, development, and preservation guidelines for historical districts.
- Executed field research, urban assessments, and community-engagement activities to inform inclusive urban-development, regulatory, and conservation decisions.

CERTIFICATES

- MRICS SPA Candidate | November 2026
- Project Management Professional, PMP® | Project Management Institute | February 2025
- A.CRE Commercial Real Estate Development Diploma | Adventures in CRE | 2024
- Development Financial Modeling | Break Into CRE | 2024
- Finance and Quantitative Modeling for Analysts Specialization | University of Pennsylvania | 2024
- Construction Management Specialization | Columbia University | 2024
- Autodesk Revit Certified Professional | Autodesk | 2017

SKILLS

- **Architectural Software:** AutoCAD (Advanced), Revit (Certified Professional), SketchUp (Advanced), 3ds Max (Advanced), V-Ray (Advanced), Lumion (Advanced)
- **Adobe Suite:** Photoshop (Advanced), Illustrator (Intermediate), InDesign (Intermediate)
- **Microsoft Office:** Word (Advanced), Excel (Advanced), PowerPoint (Advanced)

LANGUAGES

- Arabic: Native
- English: Proficient in speaking, reading, and writing.