



# COMPANY PROFILE

EXPAND

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## **OVERVIEW**

Every enterprise possesses the potential for market dominance, but realizing it requires more than just operational focus; we construct blue ocean practical strategies. With 25 years of specialized experience as a Certified Management Consultant, we transition top-tier financial and business services from good to great.

We architect advanced business development teams, build scalable internal training academies to create internal management consultants, and empower your department heads with elite strategic planning & decision-making frameworks.

We engineer your internal organization and market expansion strategy. The result is a total optimization of your two most essential pillars: your workflow and your cashflow.

We work alongside your executives based on an aligned business plan for growth.

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## **LEADERSHIP**

25 years of experience, we have covered 16 countries so far, the company is led by Jade W. Dagher a certified management consultant, we supported thousands of companies. We take absolute accountability for our interventions, partnering alongside your executive board to drive uncompromising, sustainable growth.

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## WHAT WE DO: STRATEGIC PLANNING & BUSINESS DEVELOPMENT

- **Comprehensive Enterprise Assessments:** We diagnose the root causes of operational friction. Our deep-dive assessments cover 13 critical dimensions, including workflow diagnosis, financial stress-testing, advanced 360 SWOT analysis, competition assessment, and high-level client experience auditing.
- **Executive Business Planning:** Based on empirical assessment data, we architect a definitive roadmap. This strategic blueprint aligns your organizational resources, optimizes budgeting, and serves as a highly credible framework to secure funding from top-tier investors and financial institutions.
- **Systems Architecture & Alliance Management:** We translate strategy into operational reality. We engineer your Standard Operating Procedures (SOPs) and oversee the deployment of essential digital infrastructure. Furthermore, we act as your executive project managers, aligning and directing strategic alliances—from legal teams and auditors to ERP providers and marketing agencies.

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- **Internal Academy & Capability Development:** We shift organizations away from fragmented external workshops by building customized, self-sustaining internal training academies. We deliver elite, tailor-made development programs for your key people, focusing on strategic sales, management capabilities, and advanced business development.
  - **Executive Wealth & Valuation Strategy:** Corporate dominance must translate to personal financial expansion. We analyze the business owners' personal financial statements, calculate yearly wealth valuations, and manage strategic solutions designed to optimize and protect long-term executive wealth.

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## OUR PURPOSE: ACCELERATING MARKET DOMINANCE

The trajectory to true market leadership is complex. For those determined to expand against all odds, relying solely on internal perspectives is a vulnerability. We bring cognitive diversity to your executive team, relentless drive to your expansion goals, and uncompromising rigor to your daily operations. We deploy elite tools in sales, planning, and human capital development to dramatically scale your enterprise.

### Our Strategic Priorities:

- Maximizing operational cash flow and minimizing systemic leakages.
- Deploying agile strategies designed for immediate market impact.
- Transforming local success into a dominant global presence.

### Our Operating Truths:

- **Vision requires a baseline:** Without precise assessment, planning is just theory.
- **Theory requires application:** Without practical training, execution falls flat. \*
- **Execution requires accountability:** Without relentless follow-up, deadlines and KPIs are missed.

## WHO WE ARE

EXPAND STRATEGIES is a premier strategy execution firm dedicated to helping high-growth enterprises and family conglomerates optimize their internal architecture and achieve market dominance. Our scope encompasses continuous assessment, strategic planning, rigorous implementation, and executive follow-up. We ensure that your workflow and performance are instantly measured through intelligent, customized automation.

## WHY WE EXIST

We exist to architect your next tier of expansion. We bridge the gap between vision and execution through elite strategic planning, advanced human capital development, and aggressive sales optimization.

## OUR MISSION

Our mission is to safeguard and compound your enterprise liquidity throughout your expansion journey. We engineer bespoke, scalable solutions tailored to your specific business model—with a specialized focus on navigating the unique operational and cultural dynamics of family-owned businesses.

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## OUR VALUES

- **Transforming Friction into Leverage:** We don't just solve problems; we engineer them into your greatest competitive advantages.
- **Absolute Objectivity:** We act as your fiduciary strategic partner. We prescribe exactly what you need to dominate your market—nothing more, nothing less.
- **Strategic Innovation:** We deploy inventive, out-of-the-box methodologies to shatter revenue ceilings and boost enterprise performance.
- **Relentless Execution:** We bring uncompromising rigor to timelines and deliverables.
- **Disrupting Stagnation:** We break generational and operational cycles that hold businesses back.



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## OUR COMPETITIVE EDGE (The "Added Value")

- **ROI-Anchored Engagements:** Our pricing is directly aligned with the value and impact we create for your enterprise.
- **Empirical Methodologies:** We utilize battle-tested, practical approaches backed by 25 years of global CMC expertise.
- **Dynamic Agility:** We build flexible, resilient strategies designed to pivot and thrive in an ever-changing economic landscape.

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## OUR ENGAGEMENT MODEL (How We Do It)

We don't just "have meetings." We partner with your executive board through a rigorous, phased approach:

1. **Executive Alignment:** Defining the exact scope, timeline, and success metrics with key stakeholders.
2. **Diagnostic Deep-Dive:** Conducting a thorough, root-cause analysis of your enterprise architecture.
3. **Bespoke Strategy Deployment:** Presenting and executing resourcefully tailored solutions designed for absolute market dominance.

A hand in a blue suit jacket points to the tip of a glowing white line graph that trends upwards from left to right. The background is a blurred blue and purple gradient.

**EXPAND AND DEVELOP  
YOUR BUSINESS.**

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# Top motives to work with us

## TOP MOTIVES TO ENGAGE EXPAND STRATEGIES

### I. Capital, Valuation & M&A (The Financial Triggers)

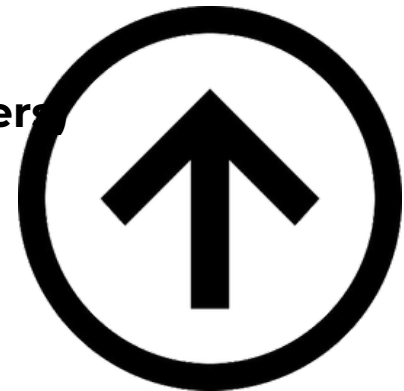
- Institutional Funding & Capital Acquisition
- Enterprise Valuation
- Mergers & Acquisitions

### II. Scaling & Market Dominance (The Growth Triggers)

- Cross-Border Expansion
- Brand & Franchise Acquisition
- Franchise Engineering
- Market Penetration

### III. Restructuring & Legacy (The Organizational Triggers)

- Enterprise Restructuring
- Family Succession Planning
- Business Model Transformation
- Decentralized Management & Exit Strategies





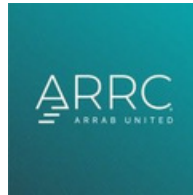
# EXPANDED PROJECTS

EXPAND

# COMPANIES:



Ministry of Interior  
Kingdom of Saudi Arabia



PROTECT MIDDLE EAST LLC  
SPECIALTY CONTRACTORS

الكويت للتأمين  
KUWAIT INSURANCE



In collaboration with Phi Management



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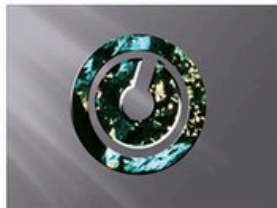
# COMPANIES:



CLINGGROUP



Rama Salam STUDIO



Tasché

& Over 100 CEOs in 14 countries in the MENA region

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# NGOs/CSR:



# EXPAND

# SPEECHES:



# EXPAND



CREATE  
RIPPLING  
SUCCESS

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# FOUNDER

**Jade W. Dagher**

CEO - EXPAND STRATEGIES

Certified Management Consultant, CMC ®



Jade W. Dagher is an internationally recognized Business Strategist and Certified Management Consultant (CMC®) with over two decades of experience architecting market expansion and internal organization for high-growth enterprises, family conglomerates, and elite corporate entities across the MENA region and Europe.

Drawing on a deep, foundational background in banking, financial planning, and feasibility modeling, Jade founded Expand Strategies in 2002. Today, he partners directly with C-suite executives and decision-makers to optimize their cashflow, engineer their business development departments, and deploy robust succession plans. His strategic interventions have guided top-tier organizations—including major ministries and global financial firms—toward sustainable market dominance.

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As a globally respected authority in his field, Jade serves as the Professional Development Committee Chair for the CMC-GI (Certified Management Consultants Global Institute). Furthermore, he is the Partner and CEO of BLIS Global Solutions, leading a global consortium of over 100 experts across 25 countries to elevate international standards in business planning and cross-industry strategic alliances.

Beyond his direct consulting engagements, Jade is a passionate advocate for executive capability building. He has served as a Sales and Risk Management university professor, a strategic advisor for the Citi Foundation and BLC Bank's Women Empowerment initiative, and a mentor for the Mowgli Foundation.

Jade operates on a simple, uncompromising philosophy: true expansion requires rigorous planning, flawless organization, and an aggressive adoption of technology. He bridges the gap between academic theory and real-world execution, ensuring his clients don't just compete—they dominate.

# CMC BACKGROUND



CERTIFIED MANAGEMENT CONSULTANT

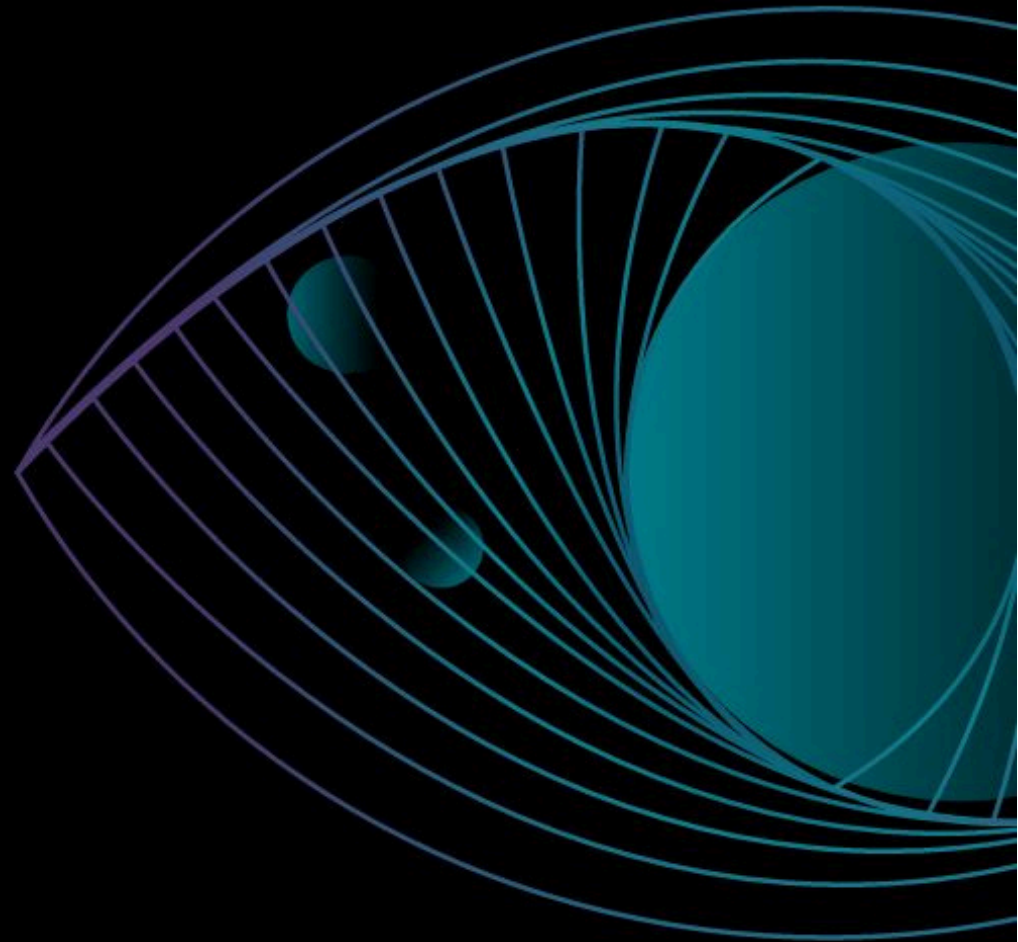
The Certified Management Consultant designation is the preeminent professional designation for management consulting with a variety of sub-specialty areas including knowledge, skills, competence, integrity.

This certificate is not issued by succeeding a course or a test; it must be earned after a complete due-diligence by the CMC-GI board.

This includes a review of the entire candidate portfolio consisting of the clients' case studies, references, documentation, KPIs, and success stories in communication with the clients directly.

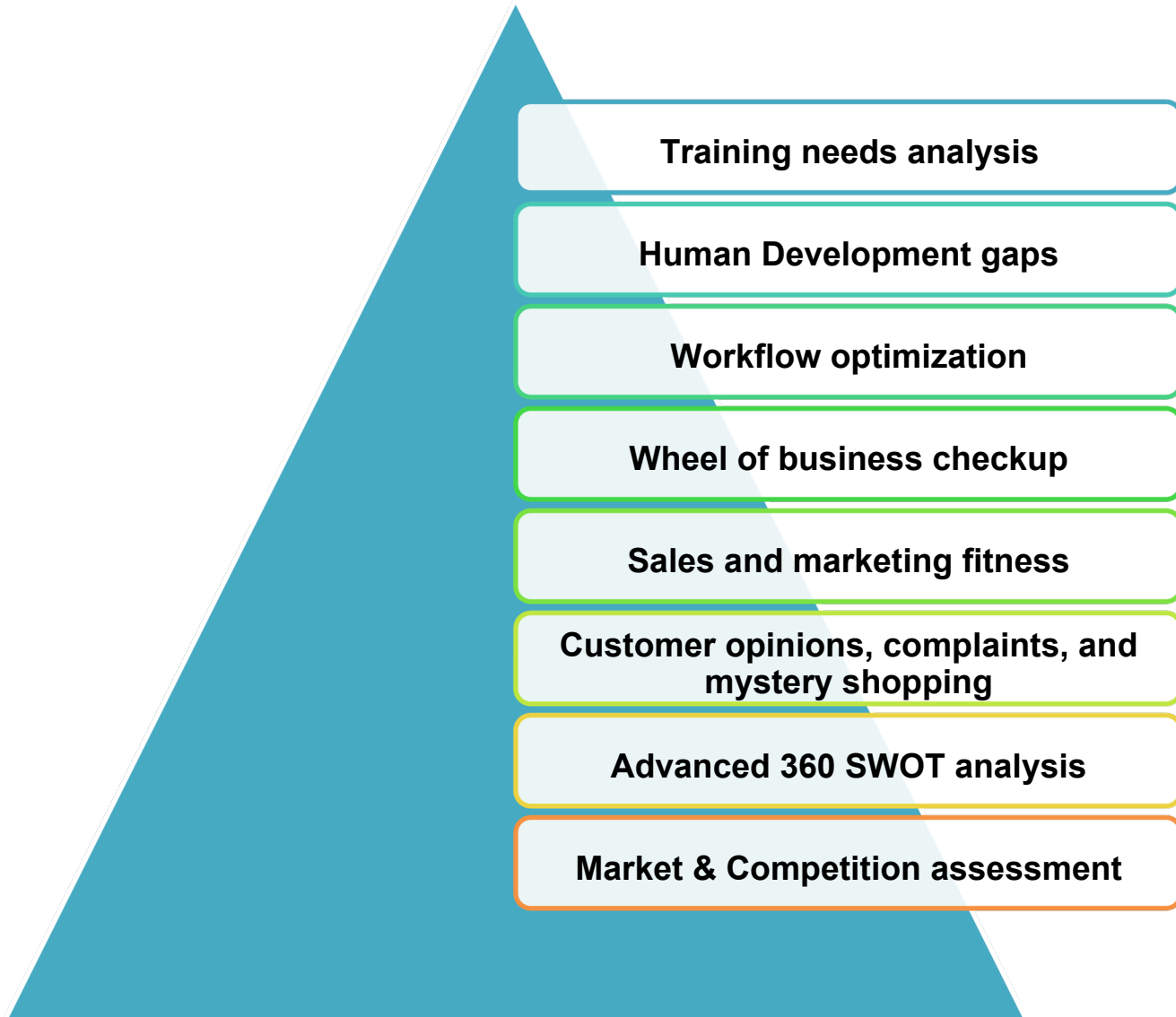
A CMC earned in one country can be recognized and trusted should the professional individual work in another jurisdiction in over 54 countries around the world.

# OUR SERVICES



EXPAND

# BUSINESS ASSESSMENTS



**Training needs analysis**

**Human Development gaps**

**Workflow optimization**

**Wheel of business checkup**

**Sales and marketing fitness**

**Customer opinions, complaints, and  
mystery shopping**

**Advanced 360 SWOT analysis**

**Market & Competition assessment**

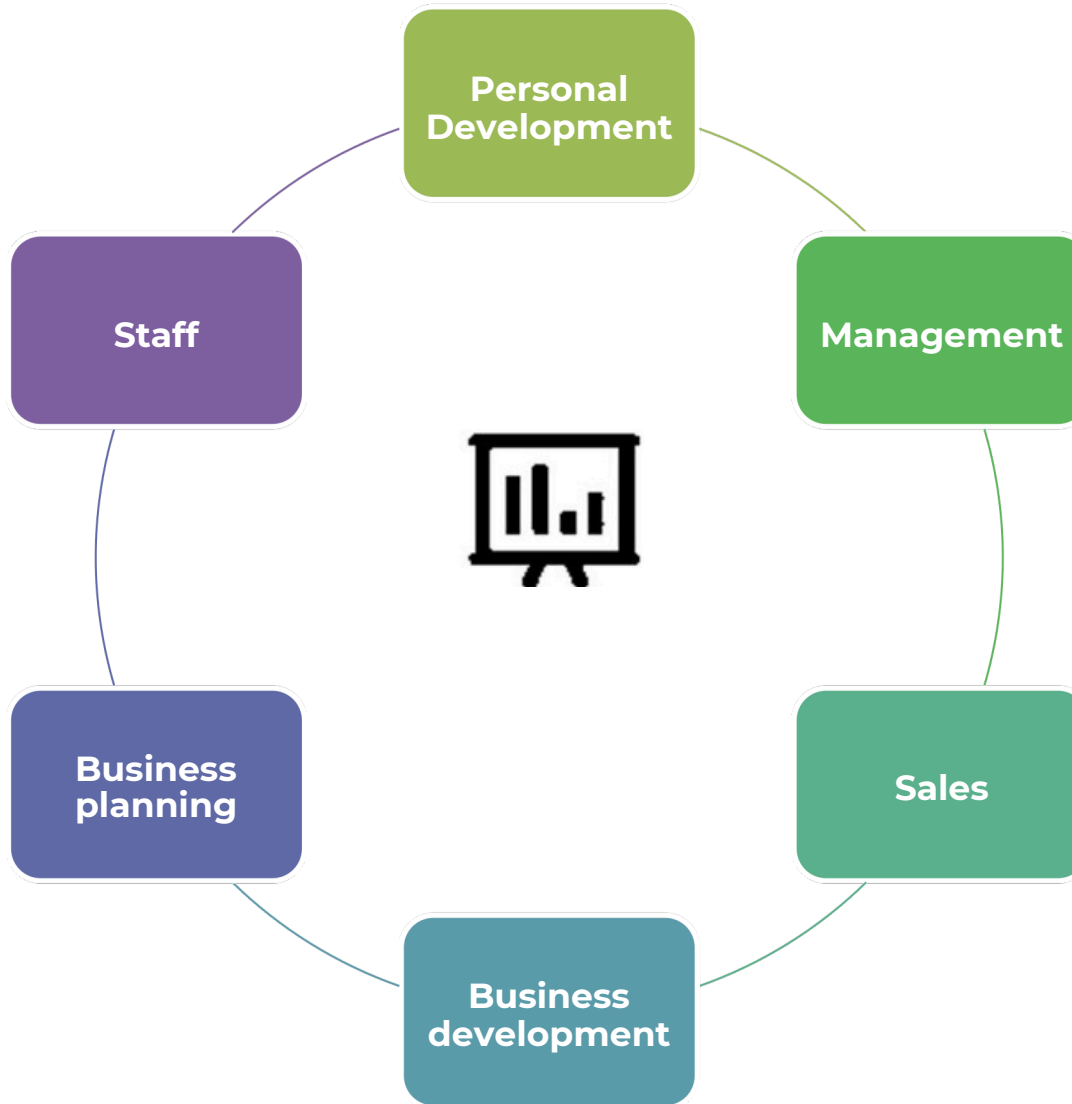
# STRATEGIC PLANNING



# SUCCESSION PLAN



# TRAINING & DEVELOPMENT



- Assessment prior and post training
- Customized online library material
- Automated tests
- Training of trainers presentations
- Tailor made tools and templates

# BUILDING BUSINESS DEVELOPMENT TEAM



# HYPER-GROWTH STRATEGIES



**Local, regional, and international expansion of branches**



**The introduction of new products and services**



**Creating job opportunities thus creating social impact**



**The execution of CSR-Corporate Social Responsibility**

**Granting franchise**



**The adaptation and integration of new digital technologies**



**The expansion of consultative sales teams**



**Preparations for business succession to hand the business on to the next generation**

# BUSINESS & WEALTH OPTIMIZATION

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**Analyzing personal income statement and balance sheet**

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**Recommendations based on risk profile and budget**

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**Fully managed projects available with instant monitoring tools**

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**Investment in three major pillars: managed business projects, managed properties and mutual funds with min guaranteed returns**

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# CONTACT US

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**Address:**

48A Kefallinias, Aglantzia 2107, Nicosia, Cyprus

Tel: +357 95568425

[business@expandstrategies.com](mailto:business@expandstrategies.com)

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