

Ministry of Commerce, Industry, and Investment Promotion | Job Description
Chief Executive Officer, National Program to Enhance the Investment-Attractive Business Environment

1. Job Title

Chief Executive Officer, National Program to Enhance the Investment-Attractive Business Environment

2. Reporting Line

- Direct reporting line: Head of the Program Management Office (PMO)
- Indirect reporting line: His Excellency the Minister of Commerce, Industry, and Investment Promotion, as the overall sponsor of the executive programs
- Governance: quarterly review with the Financial and Economic Committee of the Council of Ministers through the PMO

3. Direct Reports and Team Composition

- Program team structure to be determined by Human Resources, with specialist coverage across: legislation and regulatory frameworks; government procedure simplification and digital services; international and local indicators and benchmarking; economic analysis and impact measurement

4. Job Purpose

The Chief Executive Officer leads the design, execution, and impact realisation of the National Program to Enhance the Investment-Attractive Business Environment, under the supervision of the Program Management Office and within the governance framework approved by the Ministry, within the second phase of Oman Vision 2040 implementation (2026 to 2030) and the 11th Five-Year Plan. The program rests on three strategic pillars (economic diversification, business environment, private sector development) and operates horizontally across four executive themes: simplifying government procedures, developing legislation and regulatory frameworks, directing government spending and policies affecting business and investment, and strengthening time discipline and unified application standards across government entities

5. Key Responsibilities and Accountabilities

- Translate the program objectives into an annual operating plan with prioritised initiatives, milestones, and resource allocation, within the framework of the second phase of Oman Vision 2040 and the 11th Five-Year Plan
- Lead Theme 1 (Government Procedure Simplification): apply an End-to-End model for the investor journey, strengthen G2B services, and drive the digital transformation of the business environment
- Lead Theme 2 (Legislation and Regulatory Frameworks): develop the laws and regulatory frameworks needed to improve the business and investment environment and engage the relevant legislative bodies to accelerate their adoption
- Lead Theme 3 (Government Spending and Policies): coordinate with government entities on the dimensions of government spending and policies that directly affect the business and investment environment
- Lead Theme 4 (Time Discipline and Enforcement): strengthen time discipline and unify the application of procedures and standards across the relevant government entities
- Lead the horizontal (cross-cutting) work across the relevant ministries and government entities to address the challenges of procedures, legislation, spending, and enforcement
- Drive improvement in Oman's ranking on the international business environment indices, primarily the World Bank B-READY index, and the Economic Freedom and Business Readiness indices in the Vision document
- Engage the World Bank and the relevant international institutions on indicator methodologies and benchmarking, and prepare the national responses within the periodic assessment cycles
- Oversee the development of the Oman Business Platform, its content, and its channels in line with the targets for digitised services share and user satisfaction
- Prepare periodic reports for the Program Management Office and the Minister, including input to the quarterly briefing for the Financial and Economic Committee of the Council of Ministers
- Develop dashboards and tracking indicators that link execution to the programs impact on international and local indices, and lead the Program Working Team and develop its technical and analytical capabilities

6. Performance Indicators

- Oman's ranking on the World Bank B-READY index: target within the top 25 by 2026 (source: National Program document)
- Business Readiness Index: above 79.58 by 2030, and above 81.55 by 2040; Economic Freedom Index: above 7.36 by 2030, and above 7.52 by 2040 (source: Vision Document)
- Private investment to GDP ratio: 19.7% in 2026, and 21.5% in 2030 (source: 11th Five-Year Plan)
- Non-oil sectors contribution to GDP (national economic diversification indicator): 35% at 2024 baseline; investment and economic activity indicator: target within the top 7 ranks at 2024 baseline (source: National Program document)
- Digitised business-related government services as a share of total: 88% by 2030 and 100% by 2040; user satisfaction rate for the Oman Business Platform: 80% by 2030 and 90% by 2040 (source: MOCIIP Objectives and Targets Scorecard)
- Number of pieces of legislation, laws, and regulatory frameworks amended or issued in service of the business and investment environment (proposed operational KPI)
- Number of government procedures simplified under the End-to-End model (proposed operational KPI)
- Government entity compliance rate with time discipline standards for procedures (proposed operational KPI)

7. Required Academic Qualifications

- Minimum: a Bachelor's degree from a recognised university in business administration, economics, public policy, law, process engineering, or a related discipline
- Preferred: a Master's degree in public administration, public policy, economics, or commercial and investment law
- Preferred: a recognised program management certification such as PgMP, MSP, or PfMP
- Preferred: an operational excellence certification such as Lean Six Sigma, or a public policy certification from a recognised academic institution
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8. Required Years and Type of Experience

- Minimum 12 years of relevant experience, of which at least 5 years are in a senior leadership role
- Experience in regulatory and legislative reform, performance governance at government level, procedure simplification and government services development, or investment promotion is essential
- Direct experience with the international business environment indices, such as B-READY, is preferred
- Experience working with or within Omani government entities is preferred

9. Technical Competencies

- Strategic planning and execution
- KPI design and impact measurement
- Cross-cutting institutional coordination across government entities
- Senior-governance report writing
- Data-informed decision making
- Familiarity with international business environment indicator methodologies, particularly B-READY and the Economic Freedom Index
- Legislative and regulatory reform
- Procedure simplification under the End-to-End model
- Digital transformation and government services platform management
- Investment promotion and understanding of international investor behavior
- Familiarity with the Oman Vision 2040 framework and the 11th Five-Year Plan

10. Behavioural and Leadership Competencies

- Strategic leadership
- Results orientation and accountability
- Institutional collaboration and the ability to influence without direct authority
- Integrity and professional confidentiality
- Stakeholder Management
- Team development and capability building
- Resilience under the demands of public-sector leadership

11. Language Requirements

- Arabic: full professional fluency, essential
- English: full professional fluency, essential

12. Key Stakeholder Interfaces

- Internal: Head of the Program Management Office (PMO)
- Office of His Excellency the Minister of Commerce, Industry, and Investment Promotion
- CEOs of the other executive programs
- Office of Empowering Specialisations and Office of Empowering Supporting Platforms
- MOCIIP directorates and specialisation functions
- Ministries and government entities involved in the legislation, procedures, spending, and enforcement of the business environment
- State Council and Council of Oman where engagement is needed on legislation
- World Bank and international institutions associated with business environment indicators
- Omani private sector, Oman Chamber of Commerce and Industry, and National Centre for Statistics and Information

13. Travel and Working Conditions

- Muscat-based
- Domestic travel for coordination with government entities
- International travel for engagement with international institutions associated with the indicators (such as the World Bank) and for benchmarking visits

14. Other Requirements

- Omani nationality: a hard requirement