



Elena Boheme

ENTREPRENEUR/FOUNDER

Saudi Arabia is the largest active real estate development pipeline on the planet, and most international operators arrive without a credible plan to land projects on the ground. Briefs are written in one language, signed in another, and built under a third set of rules. The gap between a signed deal and a delivered asset is where capital is lost.

Elena Boheme is a real estate development strategist who helps international operators, investors, and family offices land complex hospitality and residential projects inside Saudi Arabia's Vision 2030 pipeline.

Elena Boheme's 2026 Biography

Why organisations work with Elena Boheme

- She has run the full development lifecycle, from hotel operator design management and fit-out contracting through to property M&A and family office advisory. That breadth is rare; most advisors sit on one side of the design, build, or operate split.
- She co-founded Metrix Projects and Metrix Advisory in the Kingdom, and sits on the advisory board of RED Summit KSA and the Modern Building Summit KSA. That places her inside the rooms where Saudi development decisions are made, not adjacent to them.
- She works credibly across the capital stack, advising AETOS MFO on luxury asset and yacht financing and Triversa Holding at executive board level. International family offices use her to translate Gulf real estate exposure into something they can actually govern.
- She operates in English, French, and Russian fluently, with working Arabic and Mandarin, and has executed projects in China, Macau, Korea, Monaco, the UAE, and Saudi Arabia. Cross-cultural deal structuring is a practised skill, not a claim.

Biography highlights

- Co-founder and Development Director, Metrix Projects; co-founder, Metrix Advisory and AETOS MFO.
- Executive Board Member, Triversa Holding.
- Strategic Advisor on Project Management, Coldwell Banker Commercial Saudi Arabia.
- Advisory Board member, RED Summit KSA, and Advisory Board member plus moderator, Modern Building Summit KSA 2025.
- Speaker and moderator across AlMashtal Knowledge of Design 2024, Cityscape Saudi Arabia 2024, Hospitality Leadership and F&B Forum UAE 2025, Furtech Show Dubai 2025, and Women in Private Equity

AVAILABLE FOR

- Guest Appearance
- Moderating and Emcee
- Speaking
- Training and Workshops

ELENA'S SPEAKING THEMES

- Business Strategy & Growth
- Cultural Intelligence
- Economic Trends & Global Markets
- Entrepreneurship
- Geopolitics
- Leadership

LANGUAGES: Arabic, Chinese, English, French

Forum London 2025.

- Host of LinkedIn Live series Development Dialogues and author of the LinkedIn newsletter Project Within.

Biography

Saudi Arabia's development pipeline is the largest in the world and the least forgiving. International capital arrives expecting Dubai and discovers a market with its own regulatory architecture, its own localisation requirements, and its own definition of what delivered means. Elena Boheme's work sits inside that translation problem.

She co-founded Metrix Projects and Metrix Advisory in Riyadh to do one specific job: take hospitality and residential developments from concept through to operational handover without the gaps that quietly consume budget. Before that, she spent a decade on hotel operator design management, fit-out contracting, and property development across China, Macau, Korea, Monaco, and the UAE, including hospitality projects valued at over two billion US dollars in Korea and Macau.

A second strand of her work runs through capital. She co-founded AETOS MFO, a multi-family office advising on luxury real estate and yacht financing, and sits as an executive board member at Triversa Holding and strategic advisor on project management to Coldwell Banker Commercial Saudi Arabia. The combination matters: developers usually understand bricks, family offices usually understand money, and Saudi-bound investors need someone who can hold both sides of the conversation at once.

She moderates and chairs across the Kingdom's main industry platforms, including the RED Summit KSA advisory board, the Modern Building Summit KSA, Cityscape Saudi Arabia, and AIMashtal Knowledge of Design, and hosts the LinkedIn Live series Development Dialogues. The track record is operational rather than academic. For a leadership team weighing a Vision 2030 entry, that is the more useful kind of credibility.

Key speaking topics

- Project deliverability in Saudi Arabia
- Localisation and market entry strategy for the Kingdom
- Real estate development lifecycle, from design through operations
- Cross-cultural deal structuring in the Gulf
- Women in real estate development and leadership
- Family office exposure to Gulf real estate

Ideal for

- International hospitality operators and developers planning entry into Saudi Arabia
- Family offices and private investors building Gulf real estate exposure
- Boards of project management, design, and construction firms expanding into the Kingdom
- C-suite teams at firms shifting from regional MENA presence to substantive KSA delivery

Audience outcomes

- A clear-eyed view of what separates a signed Saudi deal from a delivered asset

- The localisation choices that decide whether a foreign operator can actually execute in the Kingdom
- A working map of how design, build, operate, and capital decisions interact across a Gulf development
- Specific failure modes she has seen at the hand-off between international design teams and local execution
- A perspective on Saudi development from someone embedded in it, not commenting from outside

Elena Boheme's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire
Middle East & Africa	Under €12000	Under £10,000	Under \$15000
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Please enquire	Please enquire	Please enquire
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Under €12000	Under £10,000	Under \$15000