



Ahmed Alkathiri

Author, Economist, and Founder of Rawasekh Al-A'mal

Saudi - Saudi Arabia

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Who is Ahmed Alkathiri

Ahmed Alkathiri is a Saudi content creator, author, and entrepreneur known for his innovative approach to simplifying complex economic and management concepts. He presents them in an engaging, story-driven style tailored for young people and investors. Through his digital content on platforms like YouTube and TikTok, he focuses on analyzing financial issues, investment opportunities, and uncovering the psychological secrets behind marketing and commercial success. In addition to his digital presence, Alkathiri is a noted author. He published the book "The Effect of Small Ideas" ("تأثير الأفكار الصغيرة"), which explores how simple decisions can alter the trajectory of companies, leading to either success or failure, by linking psychology with the art of marketing. The book features real-world case studies of global companies and how minor ideas significantly impacted their journeys. As an expert in business administration and economics, Alkathiri founded Rawasekh Al-A'mal, a company specializing in establishing and developing commercial brands, where he serves as the Founder and CEO, applying his expertise to help businesses grow and thrive in the market.

Achievements of Ahmed Alkathiri

Authored the book "The Effect of Small Ideas" ("تأثير الأفكار الصغيرة"), published by Majra for Publishing and Distribution in 2024. The book uses a narrative style to analyze how simple ideas can lead to major commercial successes or unexpected failures, presenting case studies from global marketing and linking psychology with business. The book has received media coverage and was featured on bestseller lists at regional book fairs. He is the Founder and CEO of Rawasekh Al-A'mal, a company dedicated to establishing and developing commercial brands. Through his firm, Alkathiri applies his expertise in economics and business administration to help entrepreneurs and companies build strong identities and achieve market growth.

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