Phoenix Global
فينكس جلوبال

Strategy for the world's most complicated markets.

CORPORATE PROFILE

Helping governments earn more
from what they already own.

Helping businesses earn more
from what they already built.

Every conversation and engagement is held in confidence.

THE FIRM

Phoenix Global is a global strategic advisory firm serving governments, sovereign-linked institutions, corporates, SMEs, family enterprises, and family offices in more than thirty countries across Africa, the Middle East, Europe, and the United States.

The firm was founded by Larisa B. Miller, an American, who serves as Chief Executive Officer, and Mohammed Al Muhairi, an Emirati, who serves as Co-Founder and Chairman. That partnership is the firm's architecture: Gulf relationships and Western institutional practice under one roof, with offices in Florida, Delaware, and Abu Dhabi.

Phoenix Global works one way. Engagements are led by principals, not handed down to junior teams. Client names are never published, and client work is never marketed. Every conversation and engagement is held in confidence.

The firm's thesis is the same on both sides of an economy. For governments: earning more from what the nation already owns. For companies: earning more from what the business already built. In both cases the work is value capture, disciplined oversight, and strategy written to be implemented.

AFRICA · MIDDLE EAST · EUROPE · UNITED STATES

FOR GOVERNMENTS

Helping governments earn more from what they already own.

SOVEREIGN VALUE CAPTURE

Identify where national projects and resources can return more to the treasury, and build the mechanisms that secure it.

CROSS-MINISTERIAL COOPERATION

Align ministries so revenue from a project in one portfolio strengthens budgets across government, not one ministry alone.

CONTRACTS, CONCESSIONS & PARTNERSHIPS

Structures that keep governments in financial command of concessions and public-private partnerships, on terms the state sets.

CONTRACTOR OVERSIGHT & KPIs

Cost-benefit review before signing, performance indicators in every contract, and every bidder held to the same delivery obligations.

CONTINUITY OF OPERATIONS

Systems and institutional memory that hold through elections, cabinet transitions, and the handover of major contracts.

CRISIS READINESS & INTEROPERABILITY

Ministries connected before the emergency, so government serves as one efficient center of knowledge and coordination.

POLICY & NATIONAL STRATEGY

Legislation, regulation, and sector strategy written to be implemented, with the institutions to carry them.

E-GOVERNMENT & MODERNIZATION

Digital government that is faster and more transparent for citizens, and more credible to investors.

Your resources. Your projects. Your revenue.

The work runs on three levers: capture more of the value already being created, stop the leaks through oversight and cost-benefit discipline, and connect the ministries so revenue, information, and crisis response move across government.

Who verifies what your contractors report?
When an operator's term ends, what transfers to you besides the keys?
Is your country earning what the asset is actually worth?

FOR COMPANIES

Helping businesses earn more from what they already built.

BUSINESS MODEL REVITALIZATION

Rework how the company earns: products, markets, pricing, and the mix that holds up when the cycle turns.

REVENUE STRATEGY FIRST

Growth built on how the business earns, so technology, marketing, and expansion spend follow the strategy.

MARKET ENTRY & EXPANSION

Entry into the Gulf, Africa, Europe, and the United States with partners, structures, and sequencing that fit the market.

SUSTAINABILITY THAT MEASURES

Sustainable development translated into metrics a board can track and a buyer, lender, or regulator will accept.

AI & TECHNOLOGY WITH A BUSINESS CASE

Technology adopted where it earns its cost, so AI serves the business model instead of becoming technology spend.

CAPITAL & PARTNERSHIPS

Investors, lenders, and strategic partners matched to the company's stage, on terms the owners can live with.

VALUE CHAIN & OPERATIONS

Supply, processing, and distribution relationships that keep more of the margin inside the company.

THE NEXT TWENTY YEARS

Succession, diversification, and the decisions that keep the company viable beyond its founder.

Your model. Your market. Your margin.

The work starts where the company already earns. The business model is examined before money is spent on technology, marketing, or expansion, and every recommendation is built to be implemented by the team that owns it.

What did your last market entry assume that proved wrong?
Which sustainability metric has ever changed a lender's decision?
What happens in the first ninety days after the founder steps away?

SECTOR DEPTH

MINING & MINERALS · OIL & GAS · ENERGY & POWER
TRANSPORTATION · PORTS & LOGISTICS · INFRASTRUCTURE
AGRICULTURE & FOOD SECURITY · WATER · SMART CITIES
TECHNOLOGY & AI · MANUFACTURING · FAMILY ENTERPRISE

HOW WE ENGAGE

Engagements begin with a confidential scoping conversation with Phoenix Global principals. From there the firm shapes a defined mandate: the outcome, the timeline, and the measures of success, agreed before work begins.

Engagements are led by principals, not handed down. The people in the first meeting are the people who do the work.

Every conversation and engagement is held in confidence. The firm publishes no client names and markets no client work.

THE FOOTPRINT

AFRICA · MIDDLE EAST · EUROPE · UNITED STATES

Offices in Florida, Delaware, and Abu Dhabi, with engagements in more than thirty countries.

THE FOUNDERS

LARISA B. MILLER

CO-FOUNDER & CHIEF EXECUTIVE OFFICER

Larisa leads the firm's strategic advisory work with governments, family enterprises, and corporations worldwide. Her career runs from Pennsylvania state government to Abu Dhabi, where she led business interests for members of the Abu Dhabi royal family before building Phoenix Global into an advisory practice spanning market development, agriculture, infrastructure, and sovereign-linked capital.

MOHAMMED HAMAD BIN FAHAD AL MUHAIRI

CO-FOUNDER & CHAIRMAN

Mohammed brings more than three decades of public service and leadership with the Abu Dhabi Department of Municipalities and Transport, a career spent serving the mission of the Emirates across the systems a modern government runs on: ports, rail, aviation, surface transport, and the efficiency of government operations themselves. He anchors Phoenix Global's presence in the Gulf and embodies the bridge between Emirati and American business cultures on which the firm was built.

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