



## **CAREER OBJECTIVE**

An engineer and management professional, with 25+ years of exceptional track record in spearheading sales, marketing, and business development initiatives, Operations, and possessing core competencies in technology planning, project executions. Seeking an executive directorial position to amalgamate skills into a synergy of change, growth and profit.

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## **SKILLS**

- Architect
  - Banking
  - Project Management
  - Business Development
  - Finance Management
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## **PROFESSIONAL EXPERIENCE**

### **SOFCON Group, Khobar VP- Business Development Director**

**Jun. 2013 – May 2016**

Manage and supervise overall operations for assigned projects. Responsible for directing all PM functions of these projects properties in accordance with the policies and practices of the company. Responsibilities include the development and implementation of regional strategies for meeting goals in the areas of revenue generation, market share performance, client's satisfaction, associate opinion new prospect projects, and net operating income.

- Develop strategic plans and short term action plans for new programs and strategies that impact the projects based on the existing corporate directed goals and any new goals that are created.
- Constantly monitor the overall performance of the assigned PM and provide support to managers and various teams in successful completion of all goals, plans and reports.
- Effectively manage the resources of the company to meet the needs of the organization. Create and maintain positive, professional working environments.
- Provide day-to- day support to our team including but not limited to insuring that all engineering levels are met and to make arrangements to insure such.
- Individual property visits to each site on a regular basis. Maintain accurate records of these visits with particular attention to follow-up required, etc. Source, interview, hire and train General Managers and Directors of Sales.
- Coach and council all management.
- Insure that all safety and brand standards are maintained. Review all appropriate required documentation.
- All other duties as assigned by CEO.

**Larsen & Toubro ATCO Saudi LLC “Cluster II Project”., Dammam**

**FEB. 2013 – May 2013**

**Director HR & GRM**

Larsen & Toubro is a US \$13.5 billion technology, engineering, construction and manufacturing company, with global operations. The Company addresses critical needs in key sectors - hydrocarbon, infrastructure, power, process industries and defense. L&T is ranked 4th by Newsweek in the global list of green companies in the industrial sector. Forbes rates L&T the 9th Most Innovative Company in the world.

I led the development of project management capabilities for the SADARA “Cluster II Project” . A significant milestone in change management was successfully achieved by creating a fully operational project management in a totally functional type organizational set-up. Proficient in design & development of new systems, improving the existing Systems & Products by continuous monitoring, analysis for continual improvement.

**Professional Consultant, Jeddah**

**Aug. 2010 – Feb 2013**

I worked to find, screen, match and network resources to capitalize on unique business opportunities in the Kingdom of Saudi Arabia, the GCC region and the MENA region, by facilitating start-ups and/or existing organizations forming strategic alliances, joint ventures and/or master distributorships either as a principal, enabler or facilitator.

Clients and partners can capitalize on innovative and unique business opportunities in the Kingdom of Saudi Arabia, the GCC region and the wider MENA region.

I help in establishing fund, support and manage the growth of both new and existing businesses. Enabling my clients, both investors and entrepreneurs, to advance their business ambitions by incubating pioneering ideas while enriching the greater community.

I provide clients a complete program of Business Partnership Services (BPS)...

- Innovative Business Planning & Development
- Financial, Managerial & Technological Consulting
- Program & Project Management
- International B2B & Representation
- Facilitating Fund Raising

I help national and regional organizations, public and private sectors of all sizes and types to develop, build, and manage profitable business organization. My clients aim to operate successfully and create value in an increasingly competitive, sophisticated and globalized market.

**Paradygm Trends, Jeddah**

**Aug. 2011 – Aug. 2012**

**Board Member & CPO**

[www.paradygmtrends.com](http://www.paradygmtrends.com)

Paradygm Trends works to find, screen, match and network resources to capitalize on unique business opportunities in the Kingdom of Saudi Arabia, the GCC region and the MENA region, by facilitating start-ups and/or existing organizations forming strategic alliances, joint ventures and/or master distributorships either as a principal, enabler or facilitator.

Paradygm Trends is the home where clients and partners can capitalize on innovative and unique business opportunities in the Kingdom of Saudi Arabia, the GCC region and the wider MENA region.

Paradygm Trends helps fund, support and manage the growth of both new and existing businesses. Enabling our clients, both investors and entrepreneurs, to advance their business ambitions by incubating pioneering ideas while enriching the greater community.

Paradygm Trends provides clients a complete program of Business Partnership Services (BPS)...

- Innovative Business Planning & Development
- Financial, Managerial & Technological Consulting

- Program & Project Management
- International B2B & Representation
- Facilitating Fund Raising

Paradygm Trends Business Partnership Services (BPS), Business Consulting Services (BCS), International Business Representation Services (BRS) and Business Funding Services (BFS) offer our clients a complete foundation to realize their business ambitions with our high standards of quality services and business ethics. Established in 2008, Paradygm Trends prides its self as being the first Saudi business incubation institution with a global delivery model, offering our clients the value added through national, regional and international expertise with local accountability.

Paradygm Trends helps national and regional organizations, public and private sectors of all sizes and types to develop, build, and manage profitable business organization. Our clients aim to operate successfully and create value in an increasingly competitive, sophisticated and globalized market.

**Tihama for Advertising, Public Relations & Marketing**  
***Executive Manager Tihama Bookstores & Video***

**Jun 2010 – July 2011**

**Key Responsibilities:**

- Orchestrating corporate strategies for client relations, market analysis and segmentation, prospect identification, proposal delivery, contract negotiation, yield and rate structure.
- Evaluating, deploying and monitoring complex multi-stakeholder contracts; strategic milestones, performance, delivery, sustained growth, product life and added value, developing marketing backup, coordinating sales, and servicing their account.
- Utilizing internal and external resources, including key operations and sales team members in evaluating and exploring potential business opportunities.
- Managing the performance of sales staff through mid-level managers, identifying and grooming a core team for future roles in senior management.

**Arabian Computer Projects Co Ltd**  
***Sector Manager CPS Division***

**July 2008 - Sep.2009**

**Key Responsibilities:**

- Devising and implementing promotional and technical strategies to drive business and establish future growth objectives by planning expansion as well as service enhancement.
- Planning, developing, and coordinating the execution of program policy, procedures, and operations; monitoring project status and progress of deployment in all regions by conducting periodic meetings with regional staff, vendors and third party staff to ensure organizational financial objectives are adhered to.
- Understanding business & industry issues /trends, and identifying areas requiring improvement in the client's business processes to effectively manage assigned projects to completion within agreed time frames and budget.
- Designing and reengineering business processes with an emphasis on holistic profit generation to enhance performance and decrease overheads.
- Leading project/operation plans and formulating approaches to support the implementation of company projects and to efficiently construct/monitor project schedules and ensuring satisfactory hand-over to the clients.

**Bakheet Company for Machinery Ltd**  
***Executive Manager***

**August 2007 - July 2008**

**Key Responsibilities:**

- Directed a team of 200 highly qualified professionals in planning, organizing, directing, controlling and evaluating the company's operations to ensure compliance with company and industry standards while planning and restructuring strategic initiatives.

- Identified primary thrust areas of business through market surveys and analysis. Designed and implemented strategic marketing and business development measures to optimize sales, volume distribution and customer service.
- Established overall long and short term goals, objectives and priorities for the enterprise to meet business, technical and market needs.
- Designed customized strategic technical and business solutions/indicators, and evaluated viability of proposed business ventures in view of organization's current commitments, long-term solvency and possible market variances.
- Arranged for and provided substantive support in all operational support areas including setting goals and strategies, planning operations, finance, HR and business development, while successfully performing administrative functions to optimum levels of efficiency.
- Devised and implemented all aspects of financial analysis and control, including budgeting and financial forecasting, and ensured optimal usage of all resources to maintain strict adherence to respective budgetary and quality guidelines.
- Played an active role in the enterprise's annual evaluation and planning efforts and reported to the steering committee and company shareholders.

**Zaki Farsi Group**

**April 2005 - July 2007**

***Country Head Manager of Marketing and Sales***

**Highlights:**

- Rocketed revenues from 3.5 million SR to 22.3 million for direct sales in GIS Projects in the 2.3 years of work .
- Overhauled marketing initiatives of the organization for geo web systems, GIS, Vehicle Tracking system and navigation, and successfully achieved savings in both design and implementation cost.

**Key Responsibilities:**

- Identified distribution networks for products/services and assisted in product development. Directed and evaluated marketing strategies of the establishment.
- Demonstrated strong knowledge of new products formulated pricing plans, promotions and service features for product penetration into virgin markets and enhanced client base.
- Determined project objectives, budget, personnel, resources, equipment, and tools needed to complete the project, and communicated the same to the management for review and approval.
- Established milestones and monitored adherence to the same, as well as identified/resolved project issues such as resource allocation or change in contractual specifications.
- Utilized defined project processes to manage quality, risk, changes, and financial implications, escalated issues impacting project performance/timetable.
- Served as primary contact for project activities, led project review sessions to discuss cost, schedule, and technical performance.
- Reviewed initial estimate, work scope, schedules and contract documents till proposal is dispatched to the client, for pre-contract projects in various countries.
- Conducted performance appraisals of team members, and suggested areas of improvements to maintain a skilled team.

**The National Commercial Bank**

**December 1995 - March 2005**

***KYC & CCFU Manager***

*Inducted as Business Systems Manager and crafted a growth curve to merit promotion to the position of KYC & CCFU Manager.*

**Designation Chronology:**

- 2003 - 2005: KYC & CCFU Manager- SA
- 1995 - 2003: Business Systems Manager- Jeddah

**Achievements & Responsibilities as KYC & CCFU Manager:**

- Determined technical/project scope for customer information update and AML in consultation with top management, made detailed plans for accomplishment of these goals subsequent to understanding of technology/business practices.
- Evaluated proposed system changes on applications to determine effort, impact, and time to setup a centralized account opening center of 1.2 Million accounts kingdom-wide.
- Designed and implemented work schedules for team members, monitored the same to ensure project completion within specified time and cost constraints.
- Administered the entire development life cycle including preparing detailed technical specifications, providing time/cost estimates to the final delivery and implementation.
- Kept abreast of latest technological advancements, and utilized potentials of the same to respond to the distinctive and special needs of the organization.

**Responsibilities as Business Systems Manager:**

- Directed a team of qualified personnel for the development of IT application Kingdom-wide encompassing security systems, brokerage system, COLD system, CAM & CAC IDMS, ERP systems, automation of HR vacation processes and other Retail projects.
  - Provided inputs in designing, improving, implementing software that met functionality, usability, reliability, performance, and supportability requirements.
  - Interfaced with other developers to understand and manage interdependencies of project tasks, product and flow integration issues.
  - Coordinated testing and debugging of applications to ensure they meet established specifications and productive usage parameters.
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**PREVIOUS PROFESSIONAL EXPERIENCE**

***1993 – 1995: Managing Director, IDEA Network (Architectural Firm) – Jeddah***

**Key Responsibilities:**

- Defined project objectives and plans, including delineation of scope, budgeting, scheduling, setting performance requirements and assigning field-specialists for the Hilton International Hotels in Jeddah & Al-Madinah and architectural designs for HRH's private residential housing.
- Liaised with Al-Madinah Municipality and initiated GIS process for the municipality. Controlled the architectural life-cycle vis-à-vis the project life-cycle, and pro-actively monitored project schedule to enforce adherence to envisaged time-frames.

***1989 – 1993: Saad Trading and Contracting***

*Joined the organization as Principal Architect and merited promotion to the position of Western Region Marketing Manager.*

**Designation Chronology:**

- 1991 - 1993: Western Region Marketing Manager
- 1989 -1991: Principal Architect

**Key Responsibilities:**

- Identified primary thrust areas of business through market surveys and analysis. Designed and implemented strategic marketing and business development measures to optimize sales and customer service.
- Effected turnkey solutions for a full automated engineering implementations and business process re-engineering for clients nationally & internationally, including automation of the department for CAD and CAE.
- Implemented project design, coordinated different project entities, established procedures, and reviewed activities in accordance with existing standards.
- Reported on key issues, risks, benefits and cost summary of various projects including residential, office, and retail compounds, condominiums, and medical clinics.

**1986: Architect, Civil Defense - Riyadh:**

- Handled a spectrum of architectural work for various projects for the Civil Defense Department of Engineering & Planning including governmental buildings design, maintenance, and renovation for Makkah Begrime transportation and accommodations.

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**EDUCATION**

**American academe of financial management**

**Jun 2009**

Master's degree, Financial Professional

**King Fahd University of Petroleum & Minerals (KFUPM), Eastern Province, Saudi Arabia**

**August 1988**

Bachelors in Architecture

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**PERSONAL INFORMATION**

Birth Date	: 23 January 1963
Gender	: Male
Nationality	: Saudi Arabia
Visa Status	: Jeddah, Saudi Arabia
Marital Status	: Married
Driving License	: Saudi Arabia
Language Known	: English & Arabic.