

Executive management | Fleet/Transportation Management | Digital Transformation Leader

SAYED S SHAFEY | MBA, PMP, CAFM, CPE | PHD, MSC, BSC Mechanical Engineering

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Professional Summary

As a Business Director with over 21 years of experience at the Executive level, I have a creative leadership style and ability in guiding and overseeing Fleet Operations and Logistic business functions. I could develop and execute business plans, staff management processes and strategies that support the organizational goals. I am skilled at applying analytical thinking, designing solutions, and maximizing fleet utilization, with a proactive approach to finding practical and alternative solutions to problems.

Skills

Asset Management | Logistics | P&L Management | Cost Control | Budget Planning | Service Launches
Client Relationship Management | Continuous Improvement | Regulatory Compliance | Organizational
Development | Business Strategy Development | Policy Implementation | Team Engagement
Performance Optimization | Negotiations | Human Resources Leadership
Strategic Advisory | Business Continuity Planning
ERP | MS Office | MS Project | Visio | Power BI | CAD

PROFESSIONAL Experience

General Manager | AL-SHALAWI International Co. | Dammam, Saudi Arabia July 2024 – Present

As General Manager, I am responsible for driving operational efficiency, ensuring compliance, and maintaining strategic alignment with the company's overall goals, *Reporting directly to the Group CEO*

- **Fleet Operations:** Optimize fleet performance and lifecycle costs through proactive planning and utilization management for 1600+ units.
- **Workshop Oversight:** Lead four regional workshops (Tabuk, Dammam, Riyadh, Basic Industry) to ensure high maintenance standards and minimize downtime.
- **Control Room Deployment:** Implement a centralized system to track asset performance, utilization, health, and alerts across all projects in real time.
- **Financial Management:** Prepare and manage the EMS annual budget with shared services, driving cost-saving initiatives and maximizing asset ROI.
- **Corporate Strategy Alignment:** Integrate EMS objectives with company strategy through balanced scorecards and targeted initiatives.
- **Audit Collaboration:** Address process deviations and enhance operational efficiency through close collaboration with Internal Audit.
- **Reporting & Coordination:** Provide live performance reporting to the Board and ensure departmental alignment with corporate goals.

PMV Director | AL FAHD Construction Co. | AL Qassim, Saudi Arabia **June 2021 – June 2024** As

the direct report of the Group's CEO, I have a major role in overseeing the PMV Business Unit, Plant, Machinery, and Vehicles department that consists of 6 sections, 9 branches, and 3500+ vehicles and Equipment's as well as 1400+ staff, who work on various the company's construction projects throughout the kingdom.

- **Goal:** Increase the availability of equipment, lower unnecessary costs, enhance efficiency, and improve compliance with DOT "Department of Transportation" regulations.
- **Achievements:** I've made a significant impact:
 - Led the digital transformation by implementing Fleet Maintenance Software, improving preventive maintenance compliance by 66% and equipment uptime by 45%.
 - Increased operational revenue by 268M SAR over three years by maximizing asset utilization and introducing strategic fleet replacement planning.
 - Launched a driver loyalty program, boosting asset productivity and operational performance.
 - Recruited and developed a high-performing, diverse team, enhancing overall department efficiency.
 - Managed departmental budgets, enforced safety protocols, and optimized workflow across 6 sections and 9 branches serving projects Kingdom-wide.
 - Provided prompt, constructive feedback and regular performance evaluations using KPI's Such as Productivity, Efficiency, effectiveness, and utilization.

Chief Operating Officer | SEERA GROUP | Medina, Saudi Arabia

August 2016 - May 2021

A provider of travel services with extensive experience in managing and delivering travel services. I have worked closely with the **Madinah Development Authority** to lead and implement two strategic transportation initiatives in Medina, aimed at modernizing mobility infrastructure and enhancing the tourist and urban travel experience.

Key Projects and Responsibilities:

- Managed day-to-day operations of **5 CitySightseeing tourist buses** across **2 routes**, ensuring **30 trips/day**, 24/7 service with scheduled maintenance.
- Supervised **18 BRT city buses**, running in **2 shifts** with **10-minute frequency**, ensuring route coverage and passenger accessibility.
- Oversaw **driver and staff scheduling**, shift assignments, and on-ground team coordination.
- Monitored **fleet readiness, fuel usage**, and enforced **preventive maintenance plans** to avoid service breakdowns.
- Ensured real-time tracking and service control through systems like **AVL, TMS, and Palisis**.
- Handled **incident response**, on-route troubleshooting, and daily performance tracking using **iAuditor**.
- Coordinated with cleaning, fueling, and technical teams to ensure buses were ready for daily dispatch.
- Reported daily KPIs and operational updates to executive leadership and government partners.

Logistics Manager | LogiPoint Services Co. | Jeddah, Saudi Arabia**August 2014 - July 2016**

- Directed activities of transportation activities with 93 Trucks, Handling Equipment's & 103 staff.
- Maintained correct driver information, including estimated time of arrival, to protect client shipments and assets through 3PL and leasing projects.
- Tracking of fleet and its variances in consumed parts, repair orders and fuel by FMS & GPS.

Workshop Manager | Rawahel AL Mashaer Co. | Makkah, Saudi Arabia**August 2012 - July 2014**

- Directed a team of 62 maintenance staff, ensuring efficient repair and upkeep of over 600 buses, contributing to enhanced fleet durability and optimized inventory management.
- Oversaw comprehensive maintenance operations, encompassing regular servicing, thorough inspections, timely repairs, and swift response to breakdowns, all executed with cost-effectiveness and promptness in mind.
- Developed meticulous estimates for the overhaul and repair of buses involved in accidents, facilitating accurate budgeting and resource allocation for restoration processes.

Technical Support | Mercedes-Benz, MCV | Cairo, Egypt**September 2004 - July 2012**

My career in the commercial vehicle industry began at MCV, the exclusive dealer of Mercedes Benz in Egypt. MCV produces a wide range of trucks and buses, as well as customizing truck bodies. I was an after-sales service engineer before becoming a pre-sales consultant.

Pre-Sales Consultant

- Worked with bids, tenders, and individual customer requests to understand their needs and supply proper quotation of Trucks or Buses.
- Customized the technical components of the truck based on the customers' requirements, axle load calculations, engine power outputs as well as to be applicable with the application using MBKS Software.
- Conducted ordering of vehicles and suppliers of superstructure to ensure prompt delivery using AFAB_Evo software.

After-Sales Service Engineer

- Conducted Pre-Delivery Inspection of sold vehicles to make sure they matched customer's requirements and free of any manufacturing faults.
- Visited customer sites to diagnose technical issues, develop effective strategies, and implement solutions quickly.
- Prepared Technical Product Report for 4 repeated faults that needed to be addressed

Education

Ph.D.: Mechanical Engineering, Richford University – USA	12/2016
MBA: Operations Management, Assam Don Bosco University – India	07/2013
MSc: Mechanical Engineering, Nixon University – USA	05/2012
BSc: Mechanical Engineering, Ain Shams University – Egypt	07/2004
Diploma of Auto Engineering, Industrial Technical Institute – Egypt	07/1999

Certificates

Project Management Professional (PMP), PMI	02/2025
Improve Your Digital Transformation Skills	05/2024
Certified Automotive Fleet Manager, NAFA Fleet Management Association	08/2023
Getting Started as a Business Analyst , Lynda	09/2021
Cost Reduction, How to cut costs & Maximize Profit	05/2021
AutoCAD Certified Professional	04/2021
Analyzing and Visualizing Data with Microsoft Power BI	04/2020
Improve Your Problem-Solving skills	12/2019
Becoming a Visio 2013 Power User Parts 1, 2, 3	01/2019
Inclusive Leadership Training: Leading with Effective Communication	05/2016
Inclusive Leadership Training: Becoming a Successful Leader	04/2016
Analyzing & Visualizing Data with Excel	02/2016
Professional and Business Ethics , EY	06/2015
Certified Professional Engineer, British Board – UK	09/2014
Supply Chain Management	08/2013
Inventory Management	04/2013
Six Sigma	01/2013
International Computer Driving License, ICDL	12/2007
Time Management	10/2007
Presentation Skills	09/2007
Technical & Business Report Writing Skills	09/2005

Affiliations

- Saudi Council of Engineers
- Egyptian Engineers Syndicate
- PMI Certified Member
- SAE Member
- APICS Member
- NAFA Member

Affiliations

- Egyptian
- Married
- AGE: 45 YEARS
- Driving License: Egypt, Saudi

Key Achievements

Tourist & Urban Transportation Projects, Medina Region

- **Project Leadership:** Successfully led the full-cycle development and launch of two landmark transportation projects—**CitySightseeing Madinah** and **Medina Buses BRT**—in partnership with the **Madinah Development Authority**, elevating the city's public and tourist transport systems to international standards.
- **CitySightseeing Madinah (Hop-On Hop-Off Network):**
 - Launched Medina's first globally branded sightseeing service with double-decker buses featuring 16-language guided audio commentary.
 - Designed the **exterior bus branding** with landmark-themed stickers that visually reflect the identity and heritage of Medina.
 - Established **12 branded bus stops** at strategic tourist landmarks to ensure accessibility and visibility.
 - Introduced a **24-hour multi-ride ticket**, free Wi-Fi, and a comfortable seating configuration (40% air-conditioned cabin, 60% open-top).
 - Maintained a consistent **30-minute service frequency** for smooth tourist flow.
 - Recruited and trained specialized teams in operations, maintenance, and multilingual sales support.
 - Produced professional marketing materials in multiple languages targeting international visitors.
- **Medina Buses – BRT Urban Mobility System:**
 - Oversaw deployment of **low-entry, accessible buses** with kneeling systems, dual wheelchair capacity, and 5-camera DVR safety systems.
 - Achieved **10-minute service intervals**, significantly improving commuter convenience.
 - Integrated advanced urban transport technologies:
 - **TMS** for transport scheduling and control.
 - **PIS** for real-time passenger information.
 - **AFC** for seamless, cashless fare collection.
- **Operational Readiness:**
 - Developed comprehensive **Standard Operating Procedures (SOPs)** before launch, covering all operational, safety, and service aspects.
 - Created a structured **preventive maintenance program** to ensure fleet reliability and eliminate disruptions during Estimated Arrival Times (EATs).
- **Smart Systems Integration:**
 - Deployed **AVL** for real-time fleet tracking and route optimization.
 - Utilized **Palisis** for centralized ticketing and back-office automation.
 - Implemented **Smart Tour** to manage routing and deliver dynamic, GPS-synced content.
- **Strategic Planning & Optimization:**
 - Conducted route studies based on traffic patterns, road conditions, and operational cost-efficiency.

- Designed tailored **staff scheduling** strategies aligned with individual skillsets to maximize productivity across functions.
 - Leveraged **iAuditor** to track KPIs, enforce quality standards, and drive continuous performance improvement.
 - **Skills & Tools**
 - Project Management & Cross-Functional Leadership
 - Government & Stakeholder Collaboration
 - Smart Transportation Systems Design
 - Fleet & Operations Optimization
 - Advanced Transport Tech: *Palisis, AVL, Smart Tour, TMS, PIS, AFC*
 - Multilingual Marketing & Customer Engagement Strategy
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Designed and Implemented Portable Workshops

- Developed and constructed 20ft and 40ft portable workshops, fully equipped with essential tools and auxiliary systems to ensure seamless operations in short-term construction projects.
 - Workshops were designed for easy loading/unloading from flatbed trailers and quick assembly with containerized office units and articulated roofs, facilitating mobility and reducing setup times.
 - Enhanced operational flexibility by allowing rapid deployment across various project sites, ensuring continuous operations with minimal delays.
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Established High-Revenue Mobile Workshop

- Designed a compact, self-contained mobile workshop that provides full-service technical support, including tools and a skilled team of two technicians.
 - Mobile workshop serviced client fleets and warehouses, generating up to SAR 240,000 in monthly revenue by providing on-site repairs and maintenance, thus improving customer satisfaction and retention.
 - Increased operational efficiency by reducing the need for transportation to centralized repair facilities, ensuring quick turnaround times for client vehicles.
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Built On-Site Mobile Carwash Service

- Developed and launched a mobile carwash service designed to clean company buses on-location, minimizing operational downtime and enhancing fleet appearance.
- Enabled continuous fleet maintenance without requiring the buses to be off-site, reducing logistical complications and improving fleet productivity.

Optimized Parts Repair Center

- Founded and managed a parts repair department that focused on repairing and reusing defective parts, leading to significant reductions in procurement costs.
 - Reduced workshop budget by 18%, achieving substantial cost savings through the strategic reuse of components and minimizing the need for external suppliers.
 - Implemented efficient repair workflows, reducing lead times and ensuring a steady supply of functional parts for ongoing operations.
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Constructed Spray-Painting Booth

- Designed and constructed a spray painting booth that met international industry standards while significantly reducing both construction and operational costs.
 - Saved 79% in initial construction costs and 72% in painting costs by optimizing design and material usage.
 - Enhanced operational efficiency by improving painting throughput and reducing downtime associated with traditional booth setups.
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Improved Bus Washing Efficiency

- Customized and installed a fully automated bus washing station, which contributed to a remarkable 42% reduction in annual washing costs.
 - Increased productivity by 346%, drastically reducing the time required for washing buses and increasing the throughput of cleaned vehicles per day.
 - Enhanced fleet maintenance processes, ensuring a consistent, high-quality wash while decreasing manual labor and maintenance time.
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Upgraded Generator System

- Conducted a comprehensive study of existing generator systems and successfully replaced outdated models with more efficient, robust units capable of supporting the company's expanding operations.
- Achieved a 40% cost savings on fuel and maintenance while aligning the system's load capacity with future growth plans.
- Improved operational reliability and reduced downtime by upgrading to more resilient generators, ensuring uninterrupted power supply across all sites.