

# Saber Yassen.

**PMP, RMP, MBA, C-KPI, PPMD.**

EGM, VP Equipment & Plants, Director PMV, Logistics Director Strategy & Business consultant.

Strategic Operations & Transformation Leader | Expert in Scaling Startups | Mining, Oil & Gas, Industrial, Facilities | Driving Operational Excellence & Strategic Growth | Delivering Board-Level Results.

Cell: +966501713563

[S.ya78@yahoo.com](mailto:S.ya78@yahoo.com)

[syassen@gmail.com](mailto:syassen@gmail.com)

Riyadh-Saudi Arabia.

## REQUIRED POSITION:

Executive General Manager, VP, COO, Strategy Consultant, Chief Business Development /Director, Business Consultant, Chief Business excellence/ Director, Strategic Operations & Transformation Leader | Expert in Scaling Startups | Mining, Oil & Gas, Industrial, Facilities | Driving Operational Excellence & Strategic Growth | Delivering Board-Level Results Operations Director and Managing of Construction Equipment establishments, Departments, Plants Asphalt, Ready Mix Concrete and crushers, Projects support service as PMV Director, Logistics Director, Plants Director, Factories Manager.

## Professional Summary:

I am a visionary Executive General Manager/ COO / Strategic Operations & Transformation Leader | Expert in Scaling Startups | Mining, Oil & Gas, Industrial, Facilities | Driving Operational Excellence & Strategic Growth | Delivering Board-Level Results, PMV Director with over two decades of leadership in equipment operations, industrial production, mining and quarry management, and strategic investment portfolio development. I lead end-to-end operations across asphalt and concrete plants, crushers, interlock and block factories, steel structures, electromechanical systems, and mineral resource quarries—delivering measurable impact through operational excellence and business model innovation.

As the executive head of a high-performing organization, I oversee the full lifecycle of heavy equipment operations, Reliability Centered Maintenance RCM, smart fleet management, mining activities, and technical support. I drive strategic planning, optimize asset utilization, and ensure governance and transparency across all investment streams. My leadership integrates digital transformation initiatives, telematics programs, and advanced performance measurement systems, leveraging modern KPIs and data-driven dashboards to enable informed decision-making, sustainability, and long-term continuity. I excel in strategic leadership, change management, and organizational development, ensuring that businesses adapt, grow, and thrive in competitive markets. I lead commercial company management, brand development, and business expansion, with strong capabilities in sales, purchasing, negotiation, and market research. I design and execute business development, marketing, and sales strategies that strengthen market presence and drive revenue growth.

I cultivate strong customer relationships and build long-term partnerships with local and

international suppliers, ensuring competitive advantages, operational continuity, and supply chain resilience. My approach focuses on client acquisition and retention, enhancing customer experience, and positioning organizations for sustainable growth. Whether managing mega infrastructure projects, leading mining and quarry operations, negotiating high stakes supply agreements, or steering digital innovation in fleet and commercial operations, I bring assertive decision-making, commercial acumen, and results-driven execution to every challenge. I am open to strategic partnerships, board-level engagements, and leadership opportunities that demand bold thinking, operational mastery, and a commitment to sustainable growth and transformation.

## **Experience:**

### **VP-GM, Al Shalawi International for Construction Material CO, Al shalawi International holding Group. Nov. 2019- Current -Khobar, Saudi Arabia.**

Managing and developing the plants and Equipment division (manpower, Assets, Documents, ... etc.) and transform it to profitable business unit, build the operating system to achieving to the optimization and business excellence, coordinating between the related sections and shearing the data with all departments, Fleet management system by smart and digital systems like telematics programs, FMS, JDE, vision link, comatrix, truck unit.

- Lead the transformation of business concepts and strategy plan.
- Driving Operational Excellence & Strategic Growth.
- Business development and marketing.
- Sales planning and market research.
- CRM planning and evaluation.
- Implement Reliability Centered Maintenance RCM.
- QHSE and communication planning.
- Management of Supply and apply asphalt works and ready mix with ABC activities.
- Planning the mining and operating plan of mineral, stone quarries and crushers plants.
- Lead end-to-end operations across asphalt and concrete plants, crushers, interlock and block factories, steel structures, and electromechanical systems.
- Oversee the full lifecycle of heavy equipment operations and smart fleet management, ensuring optimal asset utilization and technical support.
- Drive digital transformation initiatives, including telematics programs and advanced performance measurement systems, enabling data-driven decision-making.
- Establish and monitor modern KPIs and digital dashboards to enhance governance, transparency, and sustainability.
- Leading strategic planning and developing comprehensive administrative and financial frameworks to support organizational growth.
- Build financial budgets, manage cash flow, cost control and optimization and monitor achievement of corporate objectives to ensure financial stability and sustainable growth with performance excellence.
- Manage suppliers' relations, procurement, negotiations, evaluation, and sales

operations, ensuring efficiency and strong market positioning.

- lead manufacturing, operations, maintenance, and continuous development to achieve operational excellence.
- Business development and lead marketing strategies and market studies to identify opportunities and strengthen competitive advantage.
- Representing the company in international conferences and forums, building global networks and fostering strategic partnerships.
- Negotiate high-stakes supply agreements and manage mega infrastructure projects with assertive decision-making and results-driven execution.
- Build scalable frameworks, empower cross-functional teams, and align operations with executive vision and market demands.

### **Executive Director, Operations PMV, Support Services, Transportation, Production Units Manwa Trading & Contracting Co.**

**Nov.2017-Oct.2019, Riyadh, Saudi Arabia.**

- Lead the plants and fleet operations for construction equipment, ensuring efficiency, reliability, and optimal utilization.
- Oversaw transportation systems and logistics services providing seamless support across all company projects.
- Lead production units including asphalt, concrete, and crushers plants, driving operational excellence and productivity.
- Coordinated maintenance and technical support services to guarantee equipment readiness and minimize downtime.
- Implemented strategic frameworks for fleet management, logistics, and service delivery aligned with project demands.
- Supported mega infrastructure projects with integrated logistics and operational services, ensuring timely execution.
- Built strong supplier and contractor relationships to enhance service quality and resource availability.
- Led cross-functional teams to achieve operational targets and align with executive vision.

### **Director, Operations- GM PMV. Al Jaber Group AJC**

**Mar 2011 – Oct 2017 ·Abu Dhabi, UAE & Riyadh, Saudi Arabia.**

Managing and developing the plants and Equipment division ( manpower, Assets, Documents, ... etc.)and transform it to profitable business unit, build the operating system to achieving to the optimization and business excellence, coordinating between the related sections and shearing the data with all departments, Fleet management system by smart and digital systems like telematics programs, FMS, JDE, vision link, comatrix, truck unit.

- I played a key leadership role in managing and directing one of the world's largest heavy-equipment fleets a fleet of approximately 18,000 units under Al Jaber Group in UAE,DOHA,KSA, ensuring operational excellence, strategic asset utilization, and

high-performance delivery across mega-projects, including earthmoving equipment, cranes, heavy vehicles, workshops, and plants (stone crushers, asphalt, concrete, precast, interlock-block).

- Planned and executed procurement, operations, and maintenance strategies for equipment and plants across mega infrastructure projects.
- Oversaw leasing operations of Al Jaber fleet in KSA, ensuring optimal deployment and utilization.
- Lead workshops, central facilities, and mobile support units, maintaining high equipment readiness.
- Implemented Fleet Management Systems (FMS, JDE, PMP, CMP, FTS) to optimize asset tracking and performance.
- Led PMV business development including fleet rental and production sales.
- Controlled costs conducted risk analysis, and managed HR and manpower planning.
- Supervised logistics services, HSE compliance, and supply chain management for PMV operations.
- Supported mega projects such as Abha Airport (2 billion SR), El Hasa Housing (400M SR), Al Jubail–Yanbu Axis Road (800M SR), Riyadh–Beqiq Road (150M SR) by deploying equipment and raw materials on time with high quality.
- Strategic Planning & Organizational Development
- Fleet & Equipment Management (18,000+ units scale)
- Operations & Maintenance Planning
- Financial Budgeting & Cash Flow Management
- Procurement, Supply Chain & Vendor Relations
- Logistics & Transportation Management
- Digital Transformation & Telematics Systems
- Cost Control & Risk Management
- Industrial Production (Asphalt, Concrete, Crushers, Precast, Steel Structures)
- Marketing, Sales & Market Studies
- QHSE Compliance & Governance
- Team Leadership & HR Management
- International Representation & Conference Participation

**Plants & Equipment Manager Al-Masar Al-Hadeeth company Ltd. Dec 2005  
- Feb 2011 · Saudi Arabia · On-site**

- PMV business development (fleet rent and production sales).
- Cost control and analysis.
- Risk & analysis management.
- HR & manpower management.
- PMV Procurements and material chains.
- Maintenance and operation planning.
- Marketing and sales.
- PMV HSE
- PMV- logistics services.
- Management of Workshops and warehouses

- Plants and factories managements (concrete plants, asphalt plants, precast plants, interlock - block plants, stone crushers.... Etc.
- Operation of constructions, infrastructures and highways projects (earth works, asphalt works, power and utilities work)

## **Service Engineer/ Manager Saudi Oger Ltd.**

Jan 2002 - Nov 2005· Riyadh - Saudi Arabia · On-site

- Served as Electrical Maintenance Engineer in OMD, supporting mega projects including airports, universities, and royal palaces.
- Led the Technical Training Department at SOTI (RHTI Institute), designing and delivering training programs for engineering staff.
- Oversaw maintenance operations to ensure reliability and compliance with safety standards.
- Provided technical leadership and mentoring to junior engineers and technicians.

## **MEP Engineer – Service Operations & Maintenance Saudi Environmental Projects Company (SEPCO)**

Jan 2000 – Dec 2001.

- Operated and maintained lifting and pumping stations for wastewater in Jeddah region, using ABS and Flight pumps (625–1250 KW) with soft starters and SCADA control systems.
- Managed sewage water treatment plants, ensuring compliance with environmental and safety standards.
- Directed the central MEP workshop, overseeing overhaul of pumps, generators, and all mechanical, electrical, and plumbing works.
- Supervised construction equipment operations including shovels, overhead crane trucks, flatbed trucks, power generators, forklifts, skid loaders, mobile cranes, and tower cranes.
- Led and managed workshop staff and operators, ensuring efficiency, safety, and technical excellence.

## **• Education**

- PROFESSIONAL DOCTORATE RESEARCHER IN PROJECTS MANAGEMENT, CIRO UNIVERSITY, 2025.
- MBA IN STRATEGIC AND LEADERSHIP MANAGEMENT, ARAB ACADEMY FOR SCIENCE, TECHNOLOGY & MARITIME TRANSPORT, 2023.
- BSC IN ELECTRICAL INDUSTRIES & ENGINEERING, MANSOURA UNIVERSITY, 1999 — CERTIFIED ASPHALT OPERATIONS PROFESSIONAL.
- INTERNATIONAL CERTIFICATIONS: IRF MANAGEMENT PROGRAM (2015), PROJECT MANAGEMENT PROFESSIONAL (PMP), 2012.

## **CORE EXECUTIVE SKILLS & CAPABILITIES**

### **STRATEGIC & OPERATIONAL LEADERSHIP**

- PROJECT MANAGEMENT
- OPERATIONS MANAGEMENT
- BUSINESS STRATEGY & TRANSFORMATION

- ORGANIZATIONAL DEVELOPMENT
- CHANGE MANAGEMENT
- CORPORATE GOVERNANCE
- STRATEGIC PLANNING & EXECUTION
- OPERATIONS DIRECTORSHIP & PROJECT DELIVERY
- BUSINESS DEVELOPMENT & COMMERCIAL LEADERSHIP
- ENTREPRENEURSHIP & GROWTH MANAGEMENT

#### **ANALYTICAL & PERFORMANCE-DRIVEN CAPABILITIES**

- DATA ANALYSIS & KPI-DRIVEN DECISION MAKING
- FORECASTING & PERFORMANCE OPTIMIZATION
- PROBLEM-SOLVING & COMPLEX DECISION MAKING
- INFRASTRUCTURE & ASSET UTILIZATION STRATEGY
- INNOVATION DEVELOPMENT & PROCESS IMPROVEMENT

#### **OPERATIONS, FLEET & FACILITY MANAGEMENT**

- FLEET MANAGEMENT (MEGA-SCALE OPERATIONS)
  - PRODUCTION PLANTS & FACTORIES MANAGEMENT
- FACILITY MANAGEMENT (FM)
- SUPPLY CHAIN MANAGEMENT
- LOGISTICS MANAGEMENT
- BUILDING MAINTENANCE & INFRASTRUCTURE OPERATIONS
- HIGHWAYS & HEAVY CIVIL OPERATIONS
- CONSTRUCTION SAFETY & PROJECT COORDINATION

#### **COMMERCIAL, SALES & CLIENT MANAGEMENT**

- NEGOTIATION & CONTRACT MANAGEMENT
- CRM SYSTEMS & CUSTOMER EXPERIENCE
- SALES & MARKETING STRATEGY
- COMMERCIAL MANAGEMENT
- DESTINATION & SERVICE MANAGEMENT

#### **LEADERSHIP & COMMUNICATION**

- EXECUTIVE COMMUNICATION
- TEAM LEADERSHIP & TALENT DEVELOPMENT
- CROSS-FUNCTIONAL COLLABORATION
- STRATEGY CONSULTING & ORGANIZATIONAL ALIGNMENT

#### **TECHNICAL & DIGITAL SYSTEMS EXPERTISE**

- TELEMATICS PROGRAMS & SMART FLEET & PLANTS MANAGEMENT SYSTEMS
- KPI DASHBOARDS & PERFORMANCE MONITORING
- FMS (FLEET MANAGEMENT SYSTEMS)
- ERP SYSTEMS (ORACLE, JD EDWARDS, MICROSOFT DYNAMICS)
- AUTO-CAD, ADVANCED MICROSOFT OFFICE
- DIGITAL TRANSFORMATION TOOLS & OPERATIONAL AUTOMATION