

Executive General Manager (PMV/Fleet, Logistics & Transportation)

P&L Leadership | CapEx/Opex Governance | Multi-Site Turnarounds | Asset Uptime & Cost Optimization | Digital Transformation

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Professional Summary

Executive General Manager with 22 years of leadership in Plant, Machinery, and Vehicles (PMV) Business Unit, large-scale fleet, logistics and workshop operations across Saudi Arabia. Demonstrated success in managing 2,000+ assets and 1,000+ staff across leasing, transportation, mobilization, and maintenance functions, with annual OpEx/CapEx (SAR 139.4M/188M), Revenue 151M). **Transformational Leader** adept in converting service divisions into profit centers and delivering sustainable P&L growth through strategic cost reduction, innovative fleet governance, asset lifecycle optimization (ROI) and strict regulatory compliance.

Career Highlights

- **P&L Growth:** Orchestrated a PMV turnaround resulting in 268M SAR in revenue growth (3 years) through asset optimization and external contract acquisition.
- **Operational Turnaround:** Restored asset availability from a 60% distressed baseline to 96%, driving a 40% increase in monthly revenue.
- **Cost Efficiency:** Generated SAR 1.1M in annual savings through strategic insourcing and reduced Total Cost of Ownership (TCO) by 11.7%.
- **Digital Transformation:** Led specialized CMMS/FMS implementations integrated with ERP, improving preventive maintenance compliance by 92% and equipment uptime by 94%.
- **Strategic Contracting:** Directed the launch of urban mobility and BRT transportation projects under 60M SAR, 5-year government contracts, ensuring strict adherence to Region Development Authority standards.

Core Competencies

- **Executive Leadership:** P&L, board reporting, strategy, transformation, stakeholders.
- **Fleet & Operations:** lifecycle, utilization/availability, multi-site governance, logistics, TCO.
- **Maintenance & Reliability:** CMMS/EAM, PM, work orders, reliability, vendors/SLAs.
- **Digital & Analytics:** ERP/FMS, telematics, Power BI, predictive/performance analytics.
- **Finance & Compliance:** CAPEX/OPEX, budgeting, replacement planning, audits, HSE.

Professional Experience

General Manager | AL-SHALAWI International Co. | Dammam, KSA

July 2024 – Present

Reporting to the Group CEO; full P&L accountability for multi-site operational efficiency.

Challenge: Directed with transforming a fragmented, manual fleet operation into a data-driven division to stabilize asset availability and curb escalating CapEx/OpEx costs.

Achievement:

- **Operational Turnaround:** Restored asset availability to 96% (from a 60% distressed baseline), driving a 40% increase in monthly revenue from 10M SAR to 14M SAR.
- **Strategic Fleet Governance:** Oversaw 2,000+ assets and a 1,100+ member workforce, achieving an 18% reduction in downtime, 94% utilization "operating hours/available hours" and PM Compliance 92% "on-time PM/scheduled".
- **Capital Asset Optimization:** Minimized Total Cost of Ownership (TCO) by 11.7% for the aging fleet through predictive intelligence and a centralized control room for real-time tracking, providing live transparency to the Board of Directors.
- **Strategic Insourcing:** Authored the business case to internalize heavy equipment mobilization, eliminating high-cost external rentals and generating SAR 1.1M in annual savings.
- **Workforce Efficiency:** Reduced standby/idle manpower by 80% (from 279 to 56 personnel) through optimized scheduling and resource reallocation.
- **Regulatory Excellence:** Digitized 634 compliance items and leveraged strict **MOTLS** standards to reduce violations by 87% over 18 months.

PMV Director | AL FAHD Construction Co. | Qassim, KSA

June 2021 – June 2024

Reporting to the CEO, oversaw the PMV Division consisting of 3,000+ vehicles/equipment and 1,400+ staff across 9 branches supporting construction projects Kingdom-wide.

Challenge: Execute a turnaround of availability and cost for a large aging fleet by shifting from reactive repairs to a KPI-led, data-driven maintenance model.

Achievement:

- Delivered SAR 268M revenue growth (3 years) through higher utilization, optimized asset deployment, external contract acquisition and a strategic fleet replacement plan.
- Business Model Innovation: Converted the internal fuel fleet from a cost center into a profit-generating unit, serving 3rd-party customers for 67% of the total load.
- Safety & Performance Culture: Pioneered a KPI-linked Driver Loyalty Program, resulting in a 22% reduction in accidents, improved employee retention, and a direct boost in asset productivity.
- Executive Governance: Standardized workflows across 6 sections and 9 branches, implementing centralized KPI management for productivity, efficiency, and utilization to ensure consistent service delivery.
- Human Capital Development: Recruited and developed a high-performing multi-site team, enhancing overall departmental efficiency and operational readiness.
- Digital Transformation: Spearheaded end-to-end rollout of an integrated CMMS/FMS linked to the in-house ERP, deploying real-time dashboards for utilization, breakdowns and cost-to-date—improving PM compliance and equipment uptime.

COO – Mobility Division | SEERA GROUP | Medina, KSA

Aug 2016 - May 2021

Mandate: Spearheaded the strategic establishment and "concept-to-launch" operations of a specialized urban mobility division.

- **Strategic Business Launch:** Orchestrated the setup of "City Sightseeing" with a 9M SAR initial investment, procuring and commissioning specialized double-decker buses.
- **Contract Management & Scale:** Directed the launch of the BRT public transportation project, executing a 60M SAR, 5-year government contract with 18 buses and 10-minute headway frequencies.
- **Government Liaison:** Served as strategic lead for the Al Madinah Region Development Authority, ensuring 100% adherence to KPI reporting and regulatory standards.
- **Digital Ecosystem Architecture:** Engineered a fully digitized operations center integrating AVL Tracking, TMS Transit Management, Palis Ticketing, AFC Automatic Fare Collection, PIS Passenger Information, and iAuditor for real-time telemetry and automated incident management.

Transitional Operational Leadership

Logistics Manager | LogiPoint Services Co. | Jeddah, KSA

Aug 2012 - July 2016

Aug 2014 - July 2016

- **Optimized 3PL Operations:** Managed leasing logistics for a 100+ unit fleet, ensuring 100% shipment integrity and client SLA compliance.
- **Mobile Service Engineering:** Designed and manufactured a "Self-Contained Mobile Service Unit," converting the maintenance department from a cost center into a profit center generating SAR 128K in monthly revenue.
- **On-Site Efficiency:** Reduced logistical costs by 35% by deploying on-site diagnostics within restricted sea-port zones, eliminating vehicle transportation time.

Workshop Manager | Rawahel AL Mashaer Co. | Makkah, KSA

Aug 2012 - July 2014

- **Fleet Leadership:** Led 62 maintenance staff overseeing 600+ buses; improved reliability and extended asset life, reducing mechanical failures through preventive maintenance.
- **Cost Innovation:** Established a refurbishment center, cutting procurement costs by 18%, and commissioned an in-house paint booth, reducing CapEx by 79%.
- **Performance Engineering:** Optimized resources through an innovative shift to automated, steam-enabled washing—boosting productivity 346%, recovering 1.2 hours per bus (zero-downtime cleaning), and cutting water use 60%.

Technical Support | Mercedes-Benz, MCV | Cairo, Egypt

Sep 2004 - July 2012

- **Fleet Customization:** Led technical pre-sales consulting for fleet tenders using MBKS.
- **Production Coordination:** Managed vehicle ordering through AFAB_Evo, ensuring timely delivery of customized vehicles.
- **Quality Assurance:** Conducted Pre-Delivery Inspections (PDI) and diagnostics to verify specifications as ordered.
- **Engineering Liaison:** Developed Technical Product Reports to address recurring faults and support product improvements.

Education

MBA, Operations Management | Assam Don Bosco University, India 07/2013
BSc, Mechanical Engineering | Ain Shams University – Egypt 07/2004

Certifications

Generative AI as a Business Professional 01/2026
Project Management Professional (PMP) 02/2025
Master Digital Transformation 05/2024
Certified Automotive Fleet Manager (CAFM) 08/2023
Business Analyst, Lynda 09/2022
Cost Reduction, How to cut costs & Maximize Profit 05/2021
AUTOCAD Certified Professional 04/2021
Analyzing and Visualizing Data with Power BI 04/2020
Inclusive Leadership Training 05/2018
Analyzing and Visualizing Data with Excel 02/2016
Professional and Business Ethics, EY 06/2015
Certified Professional Engineer 09/2014

Affiliations

Consultant Member, Saudi Council of Engineers
Member, Egyptian Engineers Syndicate
Professional Memberships: PMI, SAE, NAFA, and APICS

Personal Stats

Nationality: Egyptian
Marital status: Married
Saudi & Egyptian Driving License
Languages: Arabic (Native), English (Professional Proficiency)