

## Sayed S. Shafey | General Manager — PMV, Fleet, Logistics & Transportation

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

### Professional Summary

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Transformational Executive General Manager with 22 years leading PMV, large-scale fleet, logistics, and workshop operations across Saudi Arabia. Proven track record of converting distressed service divisions into profit centers — restoring asset availability from 60% to 96%, delivering SAR 268M in revenue growth over three years, and reducing Total Cost of Ownership by 11.7% through data-driven governance and digital transformation. Adept at managing CapEx/OpEx budgets exceeding SAR 330M, leading multi-site teams of 1,100+ staff, and launching complex urban mobility and transport projects under government contracts.

### Career Highlights

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- **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

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- P&L Leadership & CapEx/OpEx Governance (SAR 330M+)
- Fleet Lifecycle Management — Utilization, Availability, TCO Optimization
- Multi-Site Workshop & Maintenance Operations (9 Branches)
- CMMS/EAM & ERP Integration (Predictive Maintenance, PM Compliance)
- Urban Mobility & BRT Project Launch (Concept to Operations)
- Digital Transformation — Telematics, AVL, TMS, AFC, PIS, Power BI
- Regulatory Compliance — WASL, TGA, MVPI, MOTLS, HSE Audits
- Strategic Insourcing & Vendor/SLA Management
- KPI Dashboard Design & Board-Level Reporting
- Workforce Development — 1,100–1,500 Staff Across Functions
- Fuel Fleet Management & IoT-Based Control Systems
- Asset Mobilization — Low-Beds, Rescue Trucks, Field Logistics

## Professional Experience

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**General Manager — PMV Division** | AL-SHALAWI International Co. | Dammam, KSA Jul 2024 – Present

**Scope:** Full P&L accountability for 2,000+ mixed assets (trucks, heavy equipment, light vehicles, generators) and 1,100+ staff across 4 regional workshops. Reports to Group CEO.

### Key Achievements

- **Operational Turnaround:** Restored asset availability to 96% from a 60% distressed baseline, driving a 40% uplift in monthly revenue from SAR 10M to SAR 14M.
- **Fleet Governance:** Achieved 94% utilization rate and 92% PM compliance across 2,000+ assets; reduced downtime by 18% through centralized control room and real-time Board dashboards.
- **TCO Reduction:** Minimized Total Cost of Ownership by 11.7% through predictive intelligence, lifecycle planning, and centralized fleet visibility.
- **Strategic Insourcing:** Authored business case to internalize heavy equipment mobilization — eliminated high-cost external rentals generating SAR 1.1M in annual savings.
- **Workforce Efficiency:** Reduced standby/idle manpower by 80% (279 → 56 personnel) through optimized scheduling and resource reallocation.
- **Regulatory Excellence:** Digitized 634 compliance items; reduced MOTLS violations by 87% over 18 months.

**PMV Director** | AL FAHD Construction Co. | Qassim, KSA Jun 2021 – Jun 2024

**Scope:** 3,000+ vehicles and equipment, 1,400+ staff across 9 branches supporting 26 construction projects Kingdom-wide. SAR 5.5B turnover company.

### Key Achievements

- **Revenue Growth:** Delivered SAR 268M in revenue growth over 3 years through higher utilization, optimized asset deployment, and strategic fleet renewal.
- **Fuel Profit Center:** Converted internal fuel fleet from cost center to profit generator — third-party customers accounted for 67% of total load.
- **Safety & Culture:** Pioneered KPI-linked Driver Loyalty Program; achieved 22% reduction in accidents and improved employee retention.
- **Digital Transformation:** Spearheaded end-to-end rollout of integrated CMMS/FMS linked to ERP with real-time dashboards for utilization, breakdowns, and cost-to-date.
- **Governance:** Standardized workflows across 6 sections and 9 branches with centralized KPI management for consistent Kingdom-wide service delivery.

**COO — Mobility Division | SEERA GROUP | Medina, KSA**

*Aug 2016 – May 2021*

**Scope:** Strategic establishment and concept-to-launch of a specialized urban mobility division, including City Sightseeing and BRT operations.

**Key Achievements**

- **City Sightseeing Launch:** Orchestrated setup of Medina's first globally branded double-decker sightseeing service (9M SAR investment) 30 tours/day, 16-language audio commentary, 12 strategic stops.
- **BRT Contract:** Directed launch of BRT public transportation project — 60M SAR 5-year government contract, 18 buses, 4 routes, 52 trips/route/day, 10-minute headway.
- **Government Liaison:** Served as strategic lead for Al Madinah Region Development Authority, ensuring 100% KPI reporting adherence and regulatory compliance.
- **Digital Ecosystem:** Engineered fully digitized operations center integrating AVL, TMS, AFC, PIS, Palisis Ticketing, and iAuditor for real-time telemetry and incident management.

**Logistics Manager | LogiPoint Services Co. | Jeddah, KSA**

*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 70%.

**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

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

## Certifications

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Generative AI as a Business Professional	01/2026
Project Management Professional ( <b>PMP</b> )	02/2025
Master Digital Transformation	05/2024
Certified Automotive Fleet Manager ( <b>CAFM</b> )	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 <b>Power BI</b>	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

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

## Personal Stats

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