

**Summary:**

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- Highly organized manager with hands-on experience in planning and implementing assigned projects, Analytical and performance driven professional with over 15 years of experience in Projects, marketing, business development, and strategic planning ensuring timely delivery despite strict time constraints. Looking to utilize my strong multi-tasking skills to help the senior team align project objectives with the strategy and ethics of the organization.
- Proven track record of planning, developing and executing strategic projects, maximizing quality, customer satisfaction, and achieving all set KPIs and project goals. Passionate for Research and development skills, Strong background in procurement, cost/contract management, relationship building, channel development, ROI improvements, and stakeholder engagement.
- Skilled in identifying and securing new business opportunities, driving top-and bottom-line performance, developing and managing operational/administrative functions, and leading the development of workflows, processes, and procedures. Leading with expertise in conducting effective training and development programs and overseeing cross-functional teams to achieve shared visions and goals.

**SKILLS**

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|---|--|---|
| ◆ Project lifecycle management from planning to execution | ◆ Stakeholder communication and engagement | ◆ Relationship Building                               |
| ◆ MS Office, Word, Excel, PowerPoint                      | ◆ Process improvement and quality control  | ◆ Presentation  |
| ◆ Continuous Improvement                                  | ◆ Risk assessment and mitigation           | ◆ Research and Development                            |
| ◆ Communication Skills                                    | ◆ processes and procedures                 | ◆ project management software and tools (MS Projects) |
| ◆ Negotiation   |  |   |

**Professional Experience**

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**IICE, Dammam, Saudi Arabia****11/2023 to Present****Projects Manager**

- Led the implementation of PMO processes and methodologies, ensuring successful project delivery across departments, resulting in improvement in project completion rates and clear image to the board.
- Assist companies in feasibility studies, business plans, strategies, projects, and business development.

**Al-Bassam Group, Dammam, Saudi Arabia****10/2022 to 10/2023****Business Development Manager**

- Establish training institute strategy and business plan to increase awareness in training and culture sector.
- Propositioning group in market and revamp its market demand through revision of current operation management and marketing/sales process.
- Partner with industry experts for stronger level of tenders' acquisition.
- Lead as SME for corporate communication and business process.
- Review budget quarterly, biannual, and yearly.
- Find gaps in the operation and address them.
- Create process driven culture, encourage knowledge sharing environment.
- Strategic partnership with experts in industry to widen capabilities and readiness for challenging tenders.
- Transformed financial plan to include future expectation and target income.
- Develop Marketing plan and strategically select methods, instruments, and times.
- Improved strategy and process of readiness by at least 25% of new training business.

- Strategic growth planning for vision 2030 in training and culture sector.
- Revenue streams from potential customers, new targeted sectors and clients.
- Communicate with team as well as potential customers and make it as operational process.

#### **Al-Hussan Group, Dammam, Saudi Arabia**

**04/2014 to 10/2022**

##### **Projects Manager**

- Identified and developed business with ARAMCO King Abdulaziz Center for World Cultures (Ithra) while improving future public programs and awareness of current running projects museums and cultural.
- Contributed to negotiations, bidding, budgeting, and proposal writing of contracts/projects conducted by Ithra.
- Enhanced overall operational efficiency by assessing and mitigating potential risks.
- Prepared and controlled marketing and sales budgets (project/operational) with focus on reducing additional costs.
- Assessed customer training or human capital investment requirements and developed persona for each industry accordingly.
- Build and strengthen long-term professional relationships with clients for repeat business while delivering new innovative products and services.
- Modernized overall marketing materials, project events, offers, and promotions within resources and budgets to enhance business awareness.
- Expand new and retained existing clients by providing excellent customer service.
- Able to perform to high standards in high-pressure.
- Ensured maximum client satisfaction by providing excellent customer service and managing complaints/compensation.
- Helped the team to understand and visualize strategic objectives and goals.
- Led successful launch of new services/products to market to increase revenue growth.
- Achieved significant profit, saved costs by 30%, and secured 60% more contracts through successful negotiations.
- Analyzed domestic market and segmented industry services to create robust marketing approach for training industry.

#### **GVGC, Al Khobar, Saudi Arabia**

**03/2011 to 03/2014**

##### **Projects Manager**

Delivered strategic leadership to cross-cultural/cross-functional teams and encouraged them to develop and maintain project governance frameworks organization by communicating with internal team, by ensuring compliance with governance standards and practices across all projects.

- Design and implement efficient process management.
- Continuously evaluate and improve existing processes to meet compliance. Prepare and deliver comprehensive reports on project status, risks, based on stakeholders' and management requirements.
- Drove cost-effective management of resources and performance in line with company mission, vision, and objectives in construction sector.
- Built and launched robust operational framework, including policies, procedures, contracts, operations manuals, SLAs, SOPs, and business strategic goals to optimize organization market position and financial growth.

#### **SABIC, Al Jubail, Saudi Arabia**

**03/2001 to 03/2011**

##### **Projects Manager**

- Team leading technical services section and assigned IT Datacenter for 18 affiliates, Project manager for cost reduction of more than 60% of power and space.
- Acted as single point of contact for between stakeholders'
- Proven stakeholder management and networking capabilities
- Contributed in PMO initiation for stakeholders' requirement and change.

- Lead demand management in SABIC affiliates and internal customers to control and manage required services
- Ensured that planning, operations and PMO tools and processes are fit
- Contributed to Dashboard requirements and implementation
- Negotiated alternatives to customer as well as find cost-effective approach for service delivery
- Also, team player where studies conducted to measure value and saving of solution in department and organization.

#### **Additional Experience:**

**Network Admin** at KFUPM, Dhahran, Saudi Arabia

### **Education & Credentials**

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#### **Bachelor of Science (BSc) in Business Management**

*King Abdulaziz University, Jeddah, Saudi Arabia*

#### **Diploma in Communication Engineering.**

*Al Khaleej Institute for Electronic studies, Khobar, Saudi Arabia*

### **Professional Certifications & Licenses**

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Project Management Professional (PMP®)

Manager Certified Marketing Management Professional (CMMP)

Certified Manager - Certification program, ICPM (CM) Institute of Certified Professional Managers,

### **Professional Trainings & Courses**

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- CMMP Certified Marketing Manager
- PMP Project Management Professional
- CM Certified Manager
- Business Strategy
- Stakeholders' management
- Supply chain
- PMO establishment
- ITIL
- CobIT

### **Languages**

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Arabic: Native | English: Excellent