

Alaa Rashid Shadid

Management Consultant | Business Development Expert
| Programme Management

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Professional Profile

A highly skilled professional with more than 27 years of diverse experience across various industry sectors. Proficient in strategizing and executing successful business initiatives from inception, adept at intervening to rescue businesses or operations, and focused on boosting revenues by improving customer experiences. Committed to making data-informed decisions, employing a rational approach to address challenges, leading cross-departmental teams, and surpassing the expectations established by senior executives in the C-suite.

Specialist Competencies

- Optimization of Processes
- Management of Crises (Operations & Business)
- Excellence in Client Services
- Overall Management
- Insights Based on Data
- Lifecycle of Pre-Sales
- Engagement with Stakeholders
- Methodologies for Projects and Costing
- Reports and Presentations for the C-Suite
- Crisis Management

Career Highlights

- **Executed 8 positions with Al-Faisaliah Group**
Nominated by leadership with full business accountability
- **Solve & built anew SLA operation service model that service Al-Faisaliah service contract with Al-Rajhi Bank, and achieved 97% SLA over 12-year contract**
- **Pioneered a new commercial growth era for Al-Kadi Cooling**
Evolved revenue streams for 100k SAR to 5mn+ SAR
- **Crisis Management**
Provides counsel to leaders facing organizational challenges in business|operation and saving projects that in a crise
- **8+ appreciation awards with Al-Faisaliah Group**
Managed the firms 4 biggest assignments (SAR 250mn)
- **Transformed one of 78mn projects from -40% to +7% GM**
Facilitated rapid turnaround through out-of-the-box thinking
- **Established industry best practices in corporate settings**
SME in Project Management, Contract management, operation management, Sales & Presales

Career Summary

- **Advisor**
SADAN Holding Company
2023 -Till now
 - Develop a Project Management methodology
 - Assess their Capital Expenditure and Operational Expenditure budget and establish a control process for it
 - Construct an operational structure with full job discretion and Key Performance Indicators
 - Develop and build sales concept for one of their companies
 - Create a comprehensive CRM (Excel) control system to track sales proposals and achievements
 - Develop professional profile content and design it for two companies.
- **Business Consultant, Project management and Quality & Decision Support Department | Crisis Management (Operation)**
Tatweer Holding Company – Execution Arm for Ministry of Education
2018 - 2022
KEY ACHIEVEMENTS
 - Accountable for project management, contract management, sales, presales and quality management operations
 - Optimised quality and cost management best practices and modernised data analysis techniques and processes

- Led operation management strategies, focussed on employee welfare, satisfaction, long-term retention and engagement
- Part of above billion SAR special education programmes, that reflected in MOE education sector investments
- Raise up execution quality via establishing methodologies for current/new projects
- Do a complete RFP write-up/Sales/Presales/Executions for of biggest Special educations Centres in the MENA
- Enhance currant entire quality department and established decision support department from scratch, in partnership with senior leadership
- Empowered centre departments to produce real-time reporting with c-suite level infographics

• Business Development Manager

2013 - 2017

Partner & Co. - Leading Business Consulting Firm, KSA

KEY ACHIEVEMENTS

- Successfully built and established the entire business from scratch and secured a healthy pipeline of client projects
- Secured short and long-term commercial engagements with both local and international companies in KSA
- Spearheaded business development strategies, helping the business to reach 6mn+ SAR revenue within 4 years

PARTNER ENGAGEMENT HIGHLIGHTS

- **21st Consultancy - Smart Cities Open Innovation**
21cconsultancy.com
- **The ODI – Open Data Institute**
theodi.org
- **TANTUM Co. - KSA Partnership for Global Strategy Firm**
tantum.com

• Business Development Manager | Crisis Management (Business)

2008 - 2012

Al-Kadi Cooling Services, KSA

KEY ACHIEVEMENTS

- Orchestrated migration from legacy products to new cutting-edge commercial solutions with positive financial impact
- Led the business to become one of the top 5 small cooling rooms with systems providers in the Kingdom
- Oversaw year-on-year revenue growth from 100k SAR to 5mn SAR through business development excellence
- Held full accountability for profit and loss margins and increased sales overall by 2000% within 4 years
- Established project implementation standards and department guidelines covering PMO, TMO, CRM and HR practices

• Project Director | Crisis Management (Operation)

2007 - 2008

JCCS - IT Services

KEY ACHIEVEMENTS

- Accountable for leading a team of 190+
- Met above 95% of client SLA targets, mitigating penalties and maintaining excellent brand image
- Transformed one of 78mn projects from -40% to +7% GM, facilitated rapid turnaround through out-of-the-box thinking

• Enterprise & Operation and Maintenance Programme Manager

1998 - 2007

Al-Faisaliyah Group - Privately-Held Holding & Investment Management Company, KSA

KEY ACHIEVEMENTS

- Responsible for managing, monitoring and controlling all maintenance and implementation projects within the business
- Governed projects upwards of 500mn SAR in value and produced state-of-the-art project reports for the PMO VP
- Played a key role in coordinating a strategic merger as part of project management implementation office setup

PROJECT MANAGEMENT

- Successfully delivered a total of 80+ projects across multiple industry verticals with top-tier clients
- MOMRA project (Ministry of Municipal, Rural Affairs and Housing), valued at 21mn+ SAR
- MoH projects (Ministry of Health), valued at 74mn+ with indirect reporting to senior ministers | Crisis Management
- Al Rajhi Bank project, valued at 30mn+ SAR with major contribution to business revenue | Crisis Management
- Successfully close project contently executed by company for more than 12 years | Crisis Management

• Contract & Order Processing Manager | Al-Faisaliyah Group, KSA

1998 - 2007

KEY ACHIEVEMENTS

- Coordinated a major transformation of the entire department, providing accurate reporting to CXOs and MDs
- Supported PMO-TMO-Sales and entire pre-sales and project lifecycle, with full suppliers' information that service them to get best of the best price from them
- Build a team that can handle the new era with Haigh level of quality

• Call Centre & Service Delivery Manager | Al-Faisaliyah Group, KSA

1998 - 2007

KEY ACHIEVEMENTS

- Drove department transformation to ensure 100% SLA performance project status for 120mn+ SAR projects
- Build a team that can handle the new era with Haigh level of quality

• Projects Manager | Al-Faisaliyah Group, KSA

• AL-RAJHI Bank SLA Project Manager | Al-Faisaliyah Group, KSA

• Sony & HP Service Center Supervisor & AL- Rajhi Bank Project Supervisor | Al-Faisaliyah Group, KSA 1998 - 2007

• AL-RAJHI Bank SLA Project Supervisor | Al-Faisaliyah Group, KSA

• AL-RAJHI Bank SLA – Help-Desk | Al-Faisaliyah Group, KSA

Academic Excellence

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|---|------|
| • Project + CompTIA - The Computing Technology Industry Association | 2008 |
| • ITIL (The Information Technology Infrastructure Library) EXIN - Global Certification Body | 2008 |
| • Six Sigma GB (Process Improvement) 6Sigma Study - Global Certification Body | 2006 |
| • Programming Diploma Hasib Institute - Academic Body | 1991 |

IT Competencies

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|---------------------|-----------------|---|
| • Adobe Photoshop | • MS Excel | • Effective Data Presentation for C Suite / Ministers (For Instant Decision Making) |
| • Adobe Acrobat Pro | • MS PowerPoint | • Website Design & Management |