

# OSAMA SHAIKH

Contact: + (966) 505 686 846 ♦ E-Mail: sam787@gmail.com

## BUSINESS GROWTH SPECIALIST | BOARD/EXCOM/NRC SECRETARY

**Business Acumen;** contributing towards productively leading businesses while setting up compliance parameters and maintaining profit margins for diverse industries; proven skills in piloting business turnarounds and transformation utilising business intellect, strategic Insight, planning skills and participating in the post-merger integration of the company

**Profit-driven leader;** developing innovative initiatives to enhance internal efficiency & effectiveness and managing integrated & strategy aligned departmental work plans to meet business / profitable objectives. Adept at carrying out market research to identify demand-supply gaps and revenue maximisation opportunities through SMART pricing structures.

**Over 27 years of experience;** managing operationally complex, high touch consumer businesses at multiple locations across geographies and leading an organization through significant changes in an increasingly competitive marketplace

## ■ PROFILE SYNOPSIS

- Business growth enthusiast with prolific expertise in handling a wide range of Business Development, Communication, Product Development, Organisational Restructuring and Integration and marketing activities and possess an inquisitive mind able to seek out and connect possible areas of synergy in any business setting.
- Integrated approach in deriving actionable insights, mainly in customer delivery performance; developing key operations purposes from scratch while planning risk mitigation tactics to ensure smooth running of overall operations.
- Expert skills conducting over 800 interviews within the Nationalization programme as well as managing various Global Certification Processes including ISO: 9000, ISAGO, IATA RTC & ATC.
- Capable assessor of deep customer insights and trending impacts in a competitive market; takes resultant actions to position business ahead of the competition while driving revenue growth.
- Acknowledged with the best IPO launch in MENA along with consortium of international consultant services including BNP, Fresh fields Bruckhaus Deringer LLP, PWC and Deloitte.

## Over 27years of Excellence & Expertise in:

Customer Service	Clientele Development   Customer Care   Product Development
Engineering	Architectural Engineering   Maintenance Operations
Human Resources	Team Building & Leadership   Recruitment & Selection   Employee & Career Development   Standardized Policies   Progress/Performance Evaluation   Competency-Based Interviewing & Networking   Inventory Control   Training & Development   Designing Process Schedules
Finance	Budgeting   Cost Control
Managerial Skills	Technical Management   IPO (Initial Public Offering) Management   Employee Performance Management   Personnel Management   Aviation Services Operations Management   Project Management   Site Supervision   Corporate Governance   P & L Management
Sales & Marketing	Sales Forecast, Analysis, & Targets   Strategic Business Development and Planning   Revenue Generation   Market Research   Competitor Analysis   Solution Based Sales   New Product Launches
Operational Excellence	Business Development   Operational Transformations   Operations Standard Audits

## Significant Accomplishments:

- Piloted Saudi Ground Services (SGS) team as the project manager on behalf of the company for preparing SGS for IPO, with the underwriting bank and other key consultants; SGS IPO recognised by the regulator as one of the best filing ever introduced to the market and won the “Best IPO in the Middle East in 2015” Award by EMEA Finance
- Dexterously developed training academy with international standards; received accreditation from IATA in Montreal as recognised training centre in Saudi Arabia. Managed to provide all staff skills and licences required for operational work and achieved throughput of 12,000 staff per year
- Recognized for outstanding performance during Hajj operation 2011; outstanding performance during Hajj operation 2017 and received appreciation of Inauguration Ceremony for the Saudia New Aircraft

- Led the post-merger integration of SGS Merger with NHS and Attar and successfully established new policy and procedure consistent with merged entity, including corporate governance and financial policies. Within 6 months of completion, Merger SGS achieved ISAGO and ISO 9001:2000 Certifications.
- Profitably developed strategy for SAR 500 M-worth ground service equipment maintenance (part of the implementation strategy), outsourcing maintenance services with strict service level agreement-driven payment programme.
- Functioned at the foreign airlines ground at Riyadh International Airport. Planned and managed project in taking over the business from Saudi Arabian Airlines, with huge positive financial impact on the revenue, further resulting in accelerating the transfer of entire ground handling service across KSA to an independent company. Restructured revenue and developed a performance-oriented pricing structure resulting in **25%** increase in net profit

## ■ EMPLOYMENT HISTORY

Since Jan 2020 ➔ Senior Management Consultant at DNA, Saudi Arabia

Sept 2006 ➔ Saudi Ground Services Company, Saudi Arabia

### Career Elevation:

*Jun 2013 – Jun 2020: General Manager – Corporate System, Procedures and GSE Maintenance*

*May 2014 – Aug 2016: Board/Excom/NRC Secretary*

*Mar 2014 – Jun 2015: IPO Project Manager*

*Mar 2011 - Jun 2013: General Manager – System, Procedures and Training*

*Apr 2009 – May 2011: Total Quality Management Manager*

*Sep 2006 – Apr 2009: Marketing and Sales Manager*

*Business Value Offered:* Competently delivering operational excellence by taking major strategic decisions and ownership of all operational processes. Profitably developed and maintained operational systems and standard operating procedures (SOPs) as well as developing path for company objectives with functional heads and facilitating to maintain direction towards strategic achievements. Monitored organisational performance regarding budgeted growth, customer perceptions and industry norms

### Key Deliverables as General Manager – Corporate System, Procedures and GSE Maintenance

- Accountable for systems and procedures, strategic planning and GSE maintenance with a SAR 100M budget
- Planned, organized, and implemented the preventive maintenance, corrective maintenance and line maintenance activities for approx. 8500 GSE (Ground Services Equipment) at 27 stations Kingdom-wide, including logistics
- Spearhead the restructuring of the ground support equipment division for overall efficiency and productivity enhancement as well as driving customer service excellence
- Manage processes of awarding of GSE maintenance contracts, evaluate vendors' specifications and ensure compliance with company specification while negotiate for best possible prices and terms to close deals
- Develop and steer engineering specifications of GSE in alignment with parameters including investigation into frequent failures, overall equipment performance, targeted cost savings and maintenance cost to achieve improvements in reliability and availability; Implement and monitor automated GSE maintenance systems
- Serve as custodian of all company policies, systems and procedures and coordinate with various post and process holders in assuring consistent compliance with IATA and GACA regulations
- Work in collaboration with functional heads for attainment of company's strategic objectives while closely monitoring company's performance w.r.t budgeted growth, customer perceptions and industry benchmarks and prepare analytical reports highlighting achievements against short- and long-term strategic plans

### Key Deliverables as Board/Excom/NRC Secretary

- Setting up big-picture strategic goals; responsible for taking business decisions and offering latest operational methodologies to meet needs based on prior data and statistics.
- Established & executed strategies by undertaking competitive research, platform determination and target audience identification. Effectuated pre-planned strategies for accomplishment of performance milestones
- Actively organised all meetings and handled administrative and organisational matters while providing the board with the required MIS reports for sound decision-making as well as following up with the executive management on the implementation of board resolutions and assisting the chairman of the board.
- Ensured skills enhancement and development of every individual in the team by providing direction, motivation and training
- Developed & sustained strong relationships with outside partners, such as business partners, vendors and advisors & internal partners along with maximizing new client engagement.

### Key Deliverables as IPO Project Manager

- Developed SGS for IPO with Consortium of Banks and Consultants as well as detailed work plan that identified and sequenced the activities needed to successfully complete the IPO project.
- Liaised with internal and external parties for IPO readiness, ensured accomplishment of the target date in each task as stipulated in the work plan. Delivered recommendations/input to various departments on IPO as and when required

### ■ PRIOR EXPERIENCES

**May 1996 – Sept 2006 ➔ Saudi Arabian Airlines - Catering, Saudi Arabia**

#### Career Elevation:

*Nov 2004 – Sep 2006: Technical Manager*

*May 1996 – Nov 2004: HRD Assistant Manager*

**Jul 1994 – May 1996 with Directorate of Agriculture and Water, Jeddah as Site Engineer**

### ■ ACADEMIC CREDENTIALS

**Bachelor's Degree in Architectural Engineering from King Fahd University of Petroleum and Minerals (KFUPM), KSA, 1992**

#### Professional Certifications

- Corporate Officer Certification Program, PWC Jeddah, KSA, Jan 2015
- IATA Instructional Standards Workshop, Rome, Italy, May 2011
- Master's Certificate in Project Management (Workshops 1, 2, 3, 4 and 5), Projacs Project Management and Controls Co, UAE, Jul 2006
- Human Resources Course: Phase II, Saudi Human Resources Development Corporation, KSA, Jan 2004
- Al-Mohtarif Program, Saudi Human Resources Development Corporation, KSA, Oct 2003
- ISO 9000:2000 Series Auditor/Lead Auditor Training Course, BSI Management System Training, Egypt, Oct 2003
- Human Resources Course: Phase I, Saudi Human Resources Development Corporation, KSA, Aug 2003
- Advanced Financial Statement Analysis Course, Institute for International Research, UAE, Jul 2003
- Performance Appraisal Workshop, Saudi Arabian Airlines, KSA, Jul 2003
- "Morrisby Profile" Certification - Morrisby Organization, Occupational Psychology Services, UK, Feb 2000
- "Ability Tests-Level A" Certification – Morrisby Organization, Occupational Psychology Services, UK, Dec 1999
- Designing Instructional Workshop - Freisen, Kaye & Associates, USA, Mar 1998
- Instructional Techniques Workshop - Freisen, Kaye & Associates, USA, Sep 1996
- Construction Project's Bidding and Design Works Extensive Course - Institute of Public KSA, Dec 1995
- Oxford House College in London, England
- Larsen & Nielsen Saudi Arabia Ltd., Saudi Arabia

#### Professional Trainings:

Defensive Driving Workshop | Food Service and Customer Service | Attended the new secrets of "Achieving Superior Service" by Ron Kaufman | Delegation Skills | Clear Your Desk | Ramp Safety | Interaction Skills | Presentation Skills | Targeted Management Selection Interview | Creativity Thinking Skills Workshop | The Learning Organization | Self-Assessment for Business Excellence

#### Conference

- Prince Sultan Aviation Academy, Opening Ceremony team, Saudi Arabian Airlines, Jeddah 2002.
- Secretary General for Annual Sales & Services Conference & Exhibition, Saudi Arabian Airlines 2004 & 2006.
- ASTD International Conference & Exposition, Orlando, Florida, USA, 2001.
- 7th Innovation "The Powerful Engine of Human Resources", ASHRM, Dubai, UAE 2003.
- First Contractors Saudization Forum, Saudi Aramco, 2003.
- Ground Handling International Asian Conference 2009 - International Conference & ISAGO Workshop, Thailand.
- IATA Ground Operations Symposium 2008 - International Conference, Exposition & Workshop, Malaysia

**Technical Purview:** MS Office (Word, Excel, Power Point & MS Project), AutoCAD and SAP system

### ■ PERSONAL SNIPPETS

**Linguistic Abilities:** English & Arabic