

## PERSONAL INFORMATION:

**Name:** Kasem Saeed Saeed

**Nationality:** Syrian

**Date of Birth:** October 6, 1968

## CONTACT INFORMATION:

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## PROFESSIONAL SUMMARY:

A seasoned Executive Administrator with over 20 years of hands-on experience in working and communicating directly with senior executives and business leaders at the highest leadership levels. Throughout my career, I have gained exceptional expertise in supporting top leadership tasks and managing strategic operations at leading companies in the Saudi market, granting me a comprehensive professional perspective and the ability to adapt to challenges and work pressure.

My experience includes managing tasks and confidential matters for executives and leaders, board members, and strategic partners, making me well-equipped to work in multicultural environments and engage with diverse personalities. I possess a deep understanding of executive-level business requirements and excel in leading cross-functional teams, enhancing communication, and fostering collaboration across departments and divisions.

I aim to leverage my extensive experience and accumulated skills in a leadership role within a pioneering organization to make a distinctive professional impact by enhancing operational efficiency, increasing productivity, and ensuring accuracy and timeliness in results. I believe challenges present opportunities for improvement and success and seek to address them systematically to achieve organizational goals efficiently and effectively.

## AREAS OF EXPERTISE & PROFESSIONAL INTERESTS:

- Executive Operations & Strategic Management
- Leadership and Management of Executive Teams
- Program and Initiative Management
- Executive Office Administration and Administrative Support
- Corporate Communications & Public Relations
- Stakeholder Engagement & Decision-Maker Support

## CORE COMPETENCIES & PRACTICAL SKILLS:

### 1. Leadership Skills & Operational Excellence:

- 1.1 **Process Development & Optimization:** Strong ability to analyze and improve processes, design more efficient workflows, and implement best practices.
- 1.2 **Performance Management:** Proficient in performance indicating systems, KPI design, performance gap analysis, and continuous improvement planning.
- 1.3 **Change & Development Management:** Skilled in leading organizational change initiatives and executing communication plans to achieve intended outcomes.

- 1.4 **Team Building & Leadership:** Broad experience in building and leading diverse teams, defining roles and responsibilities, and fostering a culture of collaboration and innovation.

## 2. Executive Office Management & Administrative Support:

- 2.1 **Daily Task Coordination:** Extensive experience organizing executive office operations, managing calendars, scheduling meetings, and handling correspondence.
- 2.2 **Document & Information Management:** Strong proficiency in archiving systems, ensuring data confidentiality, and facilitating information retrieval.
- 2.3 **Internal & External Communication:** Skilled in executing institutional communication practices, managing internal and external messaging, and designing corporate communications.
- 2.4 **Partnership Development:** Notable ability to build strategic external partnerships, negotiate deals, and manage relationships for mutual benefit.

## 3. Board Relations & Corporate Governance:

- 3.1 **Board and Committee Affairs:** Specialized in coordinating board and committee meetings, recording minutes and resolutions, and tracking implementation of recommendations.
- 3.2 **Report Preparation:** Proficient in drafting executive reports for the board and shareholders, analyzing operational performance, presenting KPIs, and offering strategic recommendations.
- 3.3 **Interest Management & Conflict Resolution:** Capable of identifying sources of conflict and applying mediation and negotiation techniques to address challenges and build communication bridges.

## PROFESSIONAL EXPERIENCE:

### Saudi Telecom Company

Senior Executive Assistant – Office of Senior Vice President, Consumer Unit | April 2014 – May 2024

- Provided comprehensive administrative support to the Senior Vice President's office, including managing daily tasks, correspondence, calendar coordination, and efficient access to required documents and files.
- Offered logistical support for international business trips, including preparation for participation in global conferences and forums such as the Annual Barcelona Conference.
- Coordinated international travel arrangements through travel agencies, including hotel bookings and scheduling external meetings with relevant parties.
- Arranged and facilitated meetings with major international technology partners like (Apple, Samsung, Huawei) and global consulting firms like (BCG, Accenture, Strategy&, McKinsey), including welcoming senior executives and sector representatives, and enabling dialogue to support the company's business interests.
- Assisted the Senior Vice President in analyzing and preparing performance indicator reports for the company's business unit, and compiled data to support data-driven recommendations.
- Drafted presentations and reports for board committees, shareholders, and regulatory authorities, ensuring content accuracy, completeness, and alignment with executive requirements.
- Monitored and evaluated the outcomes of strategic initiatives and transformation projects, collected data, and prepared progress reports highlighting challenges and available opportunities.
- Managed and organized company-related documents and files, ensuring timely access to necessary information while maintaining the confidentiality and security of sensitive data.
- Oversaw the office budget and petty cash for the Senior Vice President, tracked monthly expenses, prepared invoices for the finance department, and optimized resource utilization.
- Supervised and followed up on personal affairs of the Senior Vice President, and provided necessary reports regarding these matters.

## **Sumou Real Estate Company**

Executive Assistant to the Chairman and CEO | October 2008 – March 2014

- Welcomed VIPs and distinguished guests in accordance with the highest standards of corporate protocol and served as the main point of contact between the company and key external entities.
- Implemented the Customer Relationship Management (CRM) system across all departments to improve the efficiency of managing executive contacts and institutional communication.
- Collaborated with cross-functional teams including executive managers, department heads, and staff at all organizational levels to support and implement the Chairman's initiatives.
- Managed crises and emergency situations with immediate and effective responses, providing quick and innovative solutions to maintain the continuity and balance of daily operations.
- Maintained strong, constructive relationships with internal and external stakeholders, including investors, government officials, and business partners, acting as the official representative of the Chairman's office.
- Directly supervised the organization of high-level meetings and executive sessions, including the preparation of materials and documents, and coordinated attendance to ensure efficient achievement of objectives.
- Directly oversaw and followed up on all personal family matters of the Chairman, providing direct support and supervision as required.

## **Henkel Saudi Arabia**

Executive Office Manager – Regional Director, Middle East & North Africa (MENA) | November 2005 – October 2008

- Managed the office of the Regional Director for the Middle East and North Africa, providing high-level administrative support and ensuring the highest standards of performance and professional efficiency.
- Organized the Regional Director's personal calendar, including scheduling internal and external meetings, preparing agendas, and assembling presentation materials to ensure smooth and productive sessions.
- Arranged and prepared all requirements for visiting teams from outside the Kingdom, including travel tickets, hotel reservations, and all necessary logistical arrangements.
- Managed executive office expenses and petty cash, tracked monthly expenditures, prepared invoices for the finance department, and optimized resource usage.
- Established professional partnerships with external service providers and local suppliers, conducted negotiations, improved service terms, and reduced costs while maintaining quality standards.
- Provided administrative support to the Marketing, Human Resources, and IT departments, ensuring effective coordination among departments to achieve shared goals.
- Welcomed and arranged visits for teams from the company's international branches, coordinated logistics, accommodation, and reception, and prepared meeting agendas.

## **Al-Fanar Company**

Executive Secretary – Electromechanical Industrial Buildings Division | December 2000 – November 2005

- Provided administrative support to the Executive Director and department staff by managing calendars, scheduling appointments, coordinating meetings, and ensuring optimal use of resources.
- Acted as a liaison between management and various departments within the company, handling official correspondence, phone calls, and inquiries from clients and suppliers.
- Organized and archived critical documents and files both physically and electronically using administrative systems and software to ensure easy access and retrieval.
- Translated project-related documents and files between Arabic and English, meeting deadlines and ensuring translation accuracy.
- Communicated with suppliers and service providers, drafted commercial correspondence for requesting quotations, and prepared files and documentations for tender participation.
- Arranged and managed travel plans for the Executive Director, including flight bookings, accommodations, and transportation. And coordinated plans and prepared accurate expense reports.
- Compiled and prepared the company's project portfolios and completed work files for use in presentations and new tender submissions.

## **AWARDS & RECOGNITIONS (STC):**

1. Certificate of Appreciation for Outstanding Achievement – 3 Consecutive Years (2018, 2019, 2020)
2. Performance Excellence Award – 2019, with a Special Certificate of Appreciation

## **ACADEMIC EDUCATION:**

### **University of Damascus | Syria**

#### **Bachelor of Arts**

Arabic Language & Literature | 2000

## **PROFESSIONAL CERTIFICATIONS:**

### **Microsoft Dynamics CRM Certification**

Comprehensive in application, management, and customization (2009)

### **Business Administration Certificate**

Accredited diploma in modern principles and practices for business administration

### **International Strategic Planning Certificate**

Specialized program in strategy and long-term planning

### **Professional Translation Certificate**

Accredited for corporate translation

### **Information Systems Diploma**

Comprehensive program in Windows and DOS operating systems (1996)

## **COURSES & TRAINING PROGRAMS:**

Completed over 1,000 hours of training across a variety of fields including personal development, management, leadership, and program management. Key programs include:

### **1. Leadership & Strategic Management:**

- **Strategic Leadership Skills** – An advanced program for developing executive leadership competencies.
- **Fundamentals of Strategic Planning** – A foundational course in modern strategic planning competencies.
- **“Tajra'a” Strategy Certificate** – Issued by Saudi Telecom Company (STC).
- **Executive Office Management** – Recognized professional development within the sector.

### **2. Change and Program Management:**

- **Change Management Certificate** – Accredited program on implementing institutional change strategies.
- **Google Project Management Certificate** – A comprehensive program for developing structured methodologies in executive project management.
- **Stakeholder Management Certificate** – Specialized in advanced stakeholder engagement techniques.

### **3. Corporate Governance and Ethics:**

- **Fundamentals of Corporate Governance** – Introductory course on governance principles and management.
- **Business Ethics and Anti-Corruption Certificate** – Issued by STC.
- **Business Ethics and Conflict of Interest Certificate** – Issued by STC.
- **Authority Management Certificate** – Issued by STC.
- **Data Governance Certificate** – Issued by STC.

#### **4. Security and Safety:**

- **Information Security Certificate** – Issued by STC.
- **Safety Essentials Certificate** – Issued by STC.

#### **5. Communication and Protocol:**

- **Business Writing and Email Etiquette Certificate** – Issued by STC.
- **Communication and Public Appearance Guidelines Certificate** – Issued by STC.
- **Business Continuity Awareness Certificate** – Issued by STC.

### **PERSONAL SKILLS:**

- Ability to clearly express ideas and actively listen to foster mutual understanding.
- High-level skill in enhancing collaboration and motivating team members to achieve shared goals.
- Strong capability in resolving conflicts through effective dialogue and negotiation.
- Use of logical reasoning and persuasive communication to influence others effectively.
- Problem-solving ability with innovative and efficient solutions within set timeframes.
- Skilled in gathering information and evaluating options to make well-informed decisions under pressure.
- Professional in organizing and managing meetings to achieve intended goals with accurate minute-taking.
- Competent in task organization and priority setting to ensure timely and efficient work completion.
- Creativity in offering new ideas and solutions that contribute to continuous improvement and excellence.
- Diplomatic in dealing with various administrative personalities and cultures, building strong and sustainable relationships.

### **LANGUAGES:**

1. Arabic: Native
2. English: Professional fluency with the ability to perform simultaneous interpretation