Salem Abdulwahid A. Eid (COBIT, ITIL, PMP, FMVA, BIDA, FP&A)

Business Transformation & Strategy | Digital Innovation | Governance & Cost Optimization

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Professional Summary: Visionary business leader specializing in business development, governance, cost optimization, and digital transformation. Proven ability to drive operational excellence, enhance financial performance, and lead strategic initiatives across ICT services, aviation, and resource planning. Adept at leveraging data analytics, predictive modeling, and process automation to improve efficiency and profitability. A trusted advisor with a track record of executing projects and optimizing business operations through technology-driven solutions.

Core Skills:

- Business Strategy & Transformation
- Governance & Compliance
- Cost Optimization & Budget Control
- Digital Transformation

- Process Automation
- Data-Driven Decision-Making
- Vendor Management & Negotiation
- ICT Managed Services Optimization

- Workforce & Resource Planning
- Agile Project & Change Management
- Performance Metrics & KPI Dev.
- Team Leadership and Development

Career Summary:

May 2023 – Present ICAD Aviation (ICT Managed Services Planning Section Head):

- **Optimized Cost & Resource Utilization:** Reduced maintenance costs by 15% through strategic budget management and vendor contract renegotiations.
- **Strategic Preventive Maintenance Planning:** Designed and implemented PM strategies for ICT security, communications, and critical infrastructure, increasing system reliability by 20%.
- **Governance & Compliance Implementation:** Established performance monitoring and reporting frameworks aligned with the best practices of governance.
- **Operational Efficiency Improvement:** Utilized predictive analytics to streamline workflows, reducing downtime and response times.
- **Data-Driven Decision Support:** Provided executive-level insights that shaped asset management and operational investment strategies.

2022 – 2023 SGS - HQ Resources Planning & Management Section Head(A)

- **Strategic Workforce Planning:** Led workforce allocation for 22 stations, ensuring optimal resource distribution during peak seasons.
- **Post-COVID Recovery & Cost Optimization:** Developed cost mitigation strategies to restore profitability after the pandemic impact.
- **Vendor Contract Negotiation & Data Acquisition:** Secured critical aviation-related data through strategic vendor engagements, enhancing decision-making.
- **Operational Performance Dashboarding:** Designed interactive dashboards with KPIs to provide real-time visibility into resource allocation and financial impact.

2019 – 2022 SGS - HQ - Workforce Planning Senior Specialist

- **Centralized Scheduling Innovation:** Spearheaded an automated workforce scheduling system, eliminating inefficiencies and reducing labor costs.
- **Process Standardization & Governance:** Authored SOPs and standardized workforce planning protocols, enhancing governance.
- **SAP Time Management Implementation:** Led integration efforts, aligning scheduling practices with SAP Time Management for enhanced operational efficiency.

2016 – 2019 SGS - HQ - INFORM Project implementation team

- **Technology Deployment & Change Management:** Led the rollout of INFORM GroundStar across multiple stations, modernizing resource scheduling and tracking.
- **Stakeholder Engagement & Training:** Managed user adoption strategies, conducting training for cross-functional teams to maximize system utilization.
- **Operational Governance & Compliance:** Established monitoring frameworks for system performance and adherence to global aviation standards.

Other Roles:

- SGS – Jeddah Airport: Rostering & Timekeeping Supervisor (2012 – 2016)
- Saudi Ground Services: Customer Services Agent (2008 – 2012)
- Sales & Marketing Roles in China: Specialized in international trade (2005 – 2007)

Education: Bachelor of Science – Administrative Sciences (4.2/5): King Abdulaziz University – Jeddah, SA

Strategic & Financial Certifications:

COBIT 2019 (2024) – Governance & Risk Management
CFI-FMVA, BIDA, FP&A (2024-2025) – Financial Modeling, Business Intelligence & Analytics
PMP (2023) – Project Management Excellence
ITIL v4 (2023) – IT Services & Governance
Lean Six Sigma Black Belt (2022) – Process Optimization & Cost Reduction
Google Business Intelligence (2023) – Data-Driven Decision Making
McKinsey Forward (2023) – Leadership & Business Strategy
MS Power BI Data Analyst (PL-300) (2024) – Advanced Data Analytics

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Technology & Analytical Expertise
Business Intelligence & Analytics: Power BI, Tableau, Alteryx, Python, R
ERP & Planning Systems: SAP, INFORM GroundStar, MS Project, Primavera
ICT Managed Services: VOICIA PA Systems, VSS, SACS, Car Parking Guidance Systems
Process Optimization & Automation: Digital Twin, AI-driven Predictive Analytics

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Languages:
Arabic • Malay • English • Chinese (Mandrin)

Key Differentiators

Strategic Thinker: Expertise in aligning business, IT, and operational strategies for competitive advantage.
Governance & Compliance Specialist: Ensures adherence to regulatory frameworks and corporate policies.
Cost Optimization Expert: Proven ability to reduce costs while enhancing operational efficiency and service delivery.
Innovative Problem-Solver: Uses data-driven insights and process automation to drive business improvements.
Leadership & Stakeholder Engagement: Experienced in leading cross-functional teams and C-suite collaboration.

Next Step: *Ready to drive strategic transformation and business growth in a role focused on governance, cost efficiency, and digital innovation.*