

MAZEN ABDULLAH BADAWOOD

P.O. Box 20168 Jeddah 21455, Saudi Arabia - Bmazen@gmail.com Cell Phone (966-5) 05679240 Fax: (966-12) 2631240



Nationality: Saudi Arabian
Date of Birth: September, 1970
Language: Arabic and English
Marital Status: Married

Having more than 25 years of experience, which includes more than 15 years at a senior managerial level, covering practically all aspects of running full P&L and cash flow businesses with turning around experience as well as growth focus with competitive edge in a well-known companies in Saudi Arabia, I consider myself to be a results-oriented team player and look forward to working in a challenging environment.

I'm confident that the extensive experience and versatile skills I have gained will deliver distinct contributions to my future organization in today's dynamic business environment.

Key Achievements:

- Leading Al-Jouf Company (JADCO), public listed company and transforming the whole company to a new vision and strategy.
- Leading newly built business of International Food Industries Company specialized in producing specialty fats as 1st factory in Saudi Arabia. Factory capacity of 60 KMT/Y expandable to 100 KMT/Y to cover the whole Saudi Market.
- Turning around sugar business profitability from losses of 450 MSR to profit of 150 MSR with positive cash flow generation in 2017
- Increased Al-Osra market share from 68% to 75% (volume share) and increased contribution margin by 10% in 2016/2017
- Introduced new B2B added value products from Egypt operation for local and export markets in 2016/2017
- Introduced new added value products to improve profitability in Saudi Market in 2016/2017
- Restructure the whole sugar business in SAVOLA (Egypt and Saudi Arabia) to be more efficient in Nov 2015
- Achieving 250 MSR and 220 MSR cash generated by business in 2012
- Achieving 220 MSR and 230 MSR cash generated by business in 2011
- Growing B2B in sugar by 10% annually
- Creating new added-value products to build a barrier for competition
- Turning around losing business resulted from 2008 crisis to breakeven by setting clear shortterm/midterm action plan (Restructuring the whole business model)
- Reducing Inventory level from 1.2 BSR to 600 MSR without compromising sales
- Formulating and developing the Supply Chain concept.
- Introduced the S&OP concept for better business management
- Introduced SMART/KPI/Performance appraisal to fairly measure performance
- Implementation of the Balanced Scorecard (BSC).
- Initiated the talents inventory concept to enhance people development and business performance
- Creating new recruitment processes (first across SAVOLA group), which helped selecting and retaining better quality engineers.
- Optimized Energy consumption across the refinery which made United Sugar Refinery compared to other refineries, one of the best efficient refinery in the world.
- Training and developing young Saudi graduates and preparing and implementing a career development plan for them.
- Designing and commissioning the 1 million MT refinery in Egypt before time and with outstanding performance

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Professional Qualification:

Bachelor degree in Chemical Engineering (1993), King Abdul-Aziz University, Jeddah Saudi Arabia.

Work Experience:

- **Al-Jouf Agricultural Development Company (JADCO) – Public Listed Company**
 - CEO, April-2020 till present
- **Saudi Food Ingredient Factory (SFIF), Jeddah Saudi Arabia.**
 - Co-founder and Owner for Saudi Food Ingredient Factory (SFIF), 2019
- **SAVOLA FOODS, SAVOLA group, Jeddah Saudi Arabia.**
 - SAVOLA FOOD SUGAR and Specialty Fats President, 2015 to 2018
 - Senior Vice President SAVOLA FOOD KSA, 2013 to 2015
 - Vice President, 2010 to 2012
- **Attieh Steel Company, Jeddah Saudi Arabia.**
 - President, 2008 to 2010
- **United Sugar Company, SAVOLA group, Jeddah Saudi Arabia.**
 - Chief Supply Chain Officer for Sugar Middle East, 2007 to 2008
 - Executive Director Supply Chain, 2005 to 2007
 - General Manager Manufacturing, 2003 to 2005
 - Production Manager, 1999 to 2003
 - Shift Manager, 1995 to 1999
- **Saudi ARAMCO, Yanbu, Saudi Arabia.**
 - Process Engineer (Trainee), 1993 to 1995

BOARD & COMMITTEES MEMBERSHIPS

- Board Member in RAKHA'A Company - one of JADCO invested Companies from 2020
- Board Member in International Foods Industries Company (IFI)- one of SAVOLA Food Companies from 2015 – 2018
- Board member in Afia International Company Jordan from 2017 - 2019
- Board Member in Logis-Tech Company – from 2019 till present
- Executive committee member in United Sugar Company Jeddah from 2015 – 2018
- Executive committee member in United Sugar Company Egypt from 2015 – 2018
- Executive committee member in Alexandria Sugar Company Egypt from 2015 – 2018
- Executive committee member in Afia International Distribution Company from 2017 – 2019

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CAREER OBJECTIVE:

To obtain a senior challenging position in a multi-national company that enables me to demonstrate my leadership ability and utilize my technical and commercial Experience.

PERSONAL INFORMATION:

- Nationality: Saudi
- Birth date : 14 September 1970
- Marital status: Married, Four kids

EDUCATION

Bachelor Degree in Chemical Engineering, 1993

King Abdul-Aziz University

Jeddah, KSA

PROFESSIONAL EXPERIENCE:

- **April 2020 – Present : Al-Jouf Agricultural Development Company (JADCO) – Al-Jouf KSA**
 - CEO, Turning around and transforming the company to new vision and strategy
- **2019 – Saudi Food Ingredient Factory (SFIF) – Jeddah KSA**
 - Co-founder and owner for SFIF, building new business for food category focused on manufacturing crispy corn made chips which is considered to be the first and only manufacturer in KSA.
 - Also, focused on Brown Sugar and to build foundation for this promising market in KSA
- **2015 to 2018 - SAVOLA FOODS Company, SAVOLA Group - Jeddah, KSA**

SAVOLA FOOD Sugar and Specialty Fats President,

JOB PURPOSE: To manage efficiently more than 5 BSR turnovers, 150 MSR profit, and 2.3 MMT sales volume. This covers managing 5 companies; United Sugar Company in Jeddah, United Sugar Company of Egypt in Egypt, Alexandria Sugar Company in Egypt, Alexandria United Company for land Reclamation in Egypt, and International Foods Industries Company in Jeddah. Total number of employees is more than 1,500

I'm also the IT committee chairman for SAVOLA FOODS.

Reporting directly to SAVOLA FOODS CEO

Summary Of Main Responsibilities:

- Manage and align 5 direct reports
- Align and work closely with Board Of Directors of SAVOLA FOODS Sugar and SAVOLA FOODS
- Set the 5 years strategy for the sugar sector in full alignment with SAVOLA FOOD strategy and execute following the BOD approval.
- Manage P&L of 5 stand-alone companies as well cash flow
- Manage more than 2.3 MMT sales and production
- Secure strategically the volume of sugar at reasonable price for the Saudi market with government close monitoring.
- Manage Risk and exposure from international market volatility. New York and London Sugar Exchange Markets.
- Changing business model(S) to be more flexible in changing/dynamic markets and condition especially in Egypt
- Capitalize on the "Power of Big" in all strategic approaches with different stakeholders.
- Manage high level relationship with high level authorities in governments (Saudi and Egypt)

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- Offer strategically better products portfolio across different channels and develop new channels to help growing business across the Saudi/Egypt local markets and Export markets.
- Provides advice to the CEO with respect to the overall strategic direction of the company in the operating markets in regards for sugar sector
- Provide advice to the CEO with respect to SAVOLA FOOD overall strategies including the new pillars of SAVOLA of Defend, Extend, Build, and Incubate.

- **2013 to 2015 - SAVOLA FOODS Company, SAVOLA Group - Jeddah, KSA**

Senior Vice President, KSA Market

JOB PURPOSE: To manage efficiently more than 6 BSR turnovers, 470 MSR profit, and 1.7 MMT sales volume company. This covers crucial task of merging the two companies of United Sugar and Afia across almost all functions under one umbrella.

Summary Of Main Responsibilities:

- Manage and align 8 direct reports units (Supply Chain, B2C Sales, Finance, HR, IT, Quality, B2B Sales, Business Development).
- Managing the process of merging all related functions from the two companies under one body.
- Offer strategically better products portfolio across different channels and develop new channels to help growing business across the Saudi market.
- Provides advice to the CEO with respect to the overall strategic direction of the company in the Saudi market as well in the future company expansion
- Lead the production capacity expansion in both sugar and oil refineries.

- **2010 to 2012 United Sugar Company, SAVOLA Group Jeddah, KSA**

Vice President

JOB PURPOSE: To manage efficiently more than 3 BSR turnovers, 250 MSR profit, and 1.3 MMT sales volume company.

Summary Of Main Responsibilities:

- Creates annual operating plans that support strategic direction set by the board and correlate with annual operating budgets; submits annual plans to the board for approval
- Develops and monitors strategies for ensuring the long-term financial viability
- Manage and align 9 direct reports units (Supply Chain, B2C Sales, Finance, HR, IT, Quality, B2B Sales, Business Development, and Marketing).
- Grow market share across B2B and B2C within KSA
- Cost Optimization across business
- New Products development
- Provides advice to the CEO with respect to the overall strategic direction of the company in the Saudi market as well in the future company expansion
- Develops future leadership within the organization

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- Promotes a culture that reflects the organization's values, encourages good performance, and rewards productivity
- Lead the production capacity expansion.

- **2008 to 2010 Attieh Steel Company**

Jeddah, KSA

President

JOB PURPOSE: To manage efficiently more than 2 BSR turnovers steel trading company by overcoming the 2008 crisis and set/implement turnaround plan.

Summary Of Main Responsibilities:

- Create a turnaround plan aligned and approved by the board.
- Creates annual operating plans that support the turnaround plan approved by the board and correlate with annual operating budgets.
- Review and modify the business model to enable enhancing profitability and cash flow
- Manage and align 7 direct reports units (Sales, Supply Chain, Procurement, Finance, HR, Internal Auditor, and IT).
- Organization restructuring
- Cost Optimization across business
- Develops future leadership within the organization
- Create clear KPIs across function to enhance responsibilities and accountability
- Helping the chairman in managing banks relationship

- **2007 to 2008 United Sugar Company, SAVOLA Group**

Jeddah, KSA

Chief Supply Chain Officer Sugar Middle East

JOB PURPOSE: To manage efficiently the all sugar refineries across Middle East which SAVOLA Food is aiming to expand currently and in the future. Egypt Sugar Refinery is the 2nd refinery owned by SAVOLA and makes SAVOLA the largest Sugar Refiner in the World with a capacity of more than 2.5 MMT.

Summary Of Main Responsibilities:

- Manage and align 8 direct reports units (Production, Engineering, Procurement, Technical, Marine Unloading, Supply Planning, Safety, and Quality).
- Leading and managing the largest Sugar Refineries in the world in terms of production volume.
- Leading the department to ensure that the market requirements (local and export) are met via planning implementation to optimize products flow, manufacturing capacities, and procurement lead times.
- Managing and securing a flow of 2.5 million MT of raw sugar from suppliers to both refineries in Saudi Arabia and Egypt for the whole year and then manage the individual ships on monthly basis to ensure on time delivery with optimum stock level
- Provides advice to the SVP with respect to the overall strategic direction of the company both in Saudi Arabia and Egypt
- To liaise with other members of the company management team to ensure an effective strategic plan is developed and implemented and that the operation runs smoothly through establishing agreed levels of co-ordination and co-operation

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- Optimization of overall conversion cost.
- Participate in any new expansion or M&A project related to sugar.

• **2005 to 2007** **United Sugar Company, SAVOLA Group** **Jeddah, KSA**
Executive Director – Supply Chain

JOB PURPOSE: To manage efficiently the process of integrating suppliers and customers via manufacturing so that products with different SKUs are produced and distributed in the right quantities, of the right quality, at the right prices, to the right locations, and at the right time, in order to minimize system wide costs while satisfying service level requirements.

Summery Of Main Responsibilities:

- Manage and align 6 direct reports units (Production, Engineering, Procurement, Technical, Marine Unloading, and Supply Planning)
- Leading and managing the largest Sugar Refinery in the Middle East and the 2nd largest Refinery in the world.
- Leading the department to ensure that the market requirements (local and export) are met via planning implementation to optimize products flow, manufacturing capacities, and procurement lead times.
- Provides advice to the VP with respect to the overall strategic direction of the company
- To liaise with other members of the company management team to ensure an effective strategic plan is developed and implemented and that the operation runs smoothly through establishing agreed levels of co-ordination and co-operation
- Optimization of overall conversion cost.

• **2003–2005** **United Sugar Company, SAVOLA Group** **Jeddah, KSA**
General Manager – Manufacturing

Job Purpose: To plan and manage the manufacturing capability in order to meet market requirements in terms of levels of quantity, quality, cost and time, ensuring technical performance of the Refinery is optimized whilst safe practice is maintained

Summery Of Main Responsibilities:

- *Manage and align 3 direct reports units (Production, Engineering, and Marine Unloading)*
- To plan the operations of the Manufacturing Division and provide strategic direction to the team.
- Operating the Manufacturing Division within agreed budgets, achieving targeted output of finished products at minimum cost levels.
- Marinating and improving operating efficiency through focused application of capital expenditure and/or changes in operating methods and by technical monitoring. Ensures process design/evaluation services are directed towards improving operating efficiency.
- Provides advice to the VP with respect to the overall strategic direction of the company

• **1999–2003** **United Sugar Company, SAVOLA Group** **Jeddah, KSA**
Production Manager

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Job Purpose: To manage the Refinery operations to meet Market demands within agreed parameters of cost, quality, safety & technical efficiency.

Summary Of Main Responsibilities:

- Ensure the continuity of supply of products to meet marketing & sales requirements. This includes quantity, quality assurance, & costs
- Monitor production technical performance throughout the site & take appropriate action where necessary
- Liaise with service departments to ensure that the required safety, hygiene laboratory & administrative services are provided to the production department
- Liaise with the Refinery Engineering department to ensure maintenance services provided support achievement of Production targets
- Provide input into annual operating plans, long term strategic plans & Capex plans associated with the production department
- Works safely at all times. Observes all quality & housekeeping policies. Keeps own work area clean & hygienic
- Reduce Solid Losses across operation.

• **1995–1999** **United Sugar Company, SAVOLA Group** **Jeddah, KSA**
Shift Manager

Job Purpose: To fully manage a Production Shift at the refinery to achieve the desired production levels & quality standards at targeted labor costs whilst implementing operating efficiencies.

Summary Of Main Responsibilities:

- Achieve the desired saleable production targets and product range to meet market requirements.
- Establishing, developing & maintaining an effective operating shift, ensuring a smooth running and efficient 'team' operation.
- Assume responsibility for all site departments outside normal day work hours, ensuring their smooth, efficient operation and achievement of targets.
- Ensuring effective shift maintenance, quality control and hygiene services are provided to assist in the achievement of production objectives.
- Deals appropriately with any emergencies arising e.g Fire, fatality, illness etc by organizing the team & calling the relevant emergency service
- Works safely at all times. Observes all quality & housekeeping policies. Keeps own work area clean & hygienic

1993–1995 ARAMCO **Jeddah/Yanbu, KSA**
Process Engineer (Trainee)

Job Purpose: To spend 1 to 2 years training within the technical department and get familiar with different oil refining processes in the refinery. Also, to focus on the Sulfur/Amine units as the potential area to operate after the end of the training.

Summary Of Main Responsibilities:

- Visit the Sulfur/Amine unit daily and report technical parameters to supervisor
- Coordinate with engineering department regarding any minor maintenance jobs in the area.

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- Report all safety issues within the area.
- Attend all safety training courses.
- Attend all technical training courses.
- Participate in the major refinery shutdown and communicate with area members.
- Prepare the area monthly performance and present it to the area supervisor.

TRAINING

- **INSEAD- International Executive Program (IEP)**
Module II Aug 2006 Singapore, Singapore
Module I March 2006 Fontainebleau, France
- **Kepner and Fourie**
Analytical and Intuitive Thinking 2005 – Jeddah, KSA
- **Strategic Decision Group (SDG)**
Decision Support and Risk Management 2005 - Jeddah, KSA
- **MICHIGAN/Ross School Of Business**
Financial Skills for Management 2005 – Dubai, UAE
- **GLOMACS**
Material Requirement Planning (MRP) 2004 – Dubai, UAE
- **DNV**
Process Mapping 2003 - Jeddah, KSA
- **The Savola Academy**
Effective Team Building 2002 - Jeddah, KSA
Effective Leadership 2002 - Jeddah, KSA
Managing Customer Services 2002 - Jeddah, KSA
The 7 Habits of Highly Effective Managers 2002 - Jeddah, KSA
- **The Savola Academy**
Cost Analysis & Reduction 2001 - Jeddah, KSA
Continuous Improvement Techniques 2001 - Jeddah, KSA
Setting SMART Objectives 2001 - Jeddah, KSA
Project Planning & Control 2001 - Jeddah, KSA
Accounting the Language of Business 2000 - Jeddah, KSA
First Things First 2000 - Jeddah, KSA
Competition & Strategy 2000 - Jeddah, KSA
Effective Communication Skills 2000 - Jeddah, KSA
People Management Skills Workshop 2000 - Jeddah, KSA
The Savola Management Training Program 1997-1999 - Jeddah, KSA

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- **TECHNIPETROL**
Sugar Production Management 1996-1997- Scotland, UK

- **ARAMCO**
Process Simulation – PRO/II Workshop 1995 – Yanbu, KSA
Design Documentation for Small Projects 1995 – Yanbu, KSA
Safety Comes First 1994 – Yanbu, KSA
Process Management 1994 – Yanbu, KSA
English Language 1993 – Yanbu, KSA
Reports Writing 1993 – Yanbu, KSA

INTERESTS

- Reading
- Swimming
- Fishing