

المرشح الرابع

مصعب بن إبراهيم بن محمد المبارك

Eng. Musaab Ibrahim Mohammed Al-Mubarak

Extensive experience in Technology, Logistics, Transformation, Operation, Governance, Management, and Strategic Planning.



Contact:

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Personal Data:

■ Date of Birth: 27th SEP 1971 ■ Nationality: Saudi ■ Marital Status: Married

Education:

- Bachelor's Degree in Computer Science, King Saud University, KSA1990-1995.
- Many specialized courses, Seminars, Brainstorms & workshops in Strategies, Finance, Marketing, Management, Gov Procurement and modern concepts in Logistics, Technology and Business development.

Skills:

- Strong knowledge of Saudi Arabia strategy and Economic Vision 2030
- Good understanding of regulatory bodies standards
- An understanding of related business lines, market trends and opportunities
- The ability to recognize and solve the problem
- A broad understanding of general business management & Technology trends.
- Strong business development skills and disciplines.
- The ability to combine pieces of information and form general conclusions
- Entrepreneurial, autonomous, and growth-oriented.

Strengths:

- 25 years of experiences cover Strategies, Business Development, Management, Operation, Logistics, Supply Chain, Government Procurement, Financial, & regulations with strong background in ICT.
- More than 12 years of experience in corporate governance for general assembly, boards of directors and committees, establishing & operating Internal Regulations, Laws, Policies, Procedures, & Processes.
- Organize & standardize the business processes by establish a set of policies & procedures to secure the business continuity and increase the organization stability.
- Establish & build a business organization based on International/local regulations & laws with all needed documents & tools following government organizations procedures and policies.
- Develop & apply internal system (procedures, forms, tasks, duties, & objectives) for a private/public business organization to carry out the organization strategy goals from the founders & stockholders.
- Prepare & monitor Annually/Quarterly overall organization budget and control the financial transactions & records according to the organization strategy, Accounting policies, and Auditing regulations.
- Ability to communicate and interact with officials at all levels of government & private sectors.

Financial Achievements:

During my last job @ Tabadul, I was able to achieve the following figures over seven years:

- Total sales & revenue more than SAR 792 million.
- Net profit around SAR 500 million & Profit for 28 consecutive quarters.
- Growth in profit per share from SR 1.28 in the first year to SR 38.06 in the 7th year
- The company's profit growth during the seven years by more than 2980%.
- Cash liquidity at the end of my period more than 401 million SAR.
- Increasing shareholders' equity from SR 25 million to more than SAR 420 million.
- Planning and implementing the annual budgets for 7 years with an average commitment and achievement 122%.
- Issue quarterly and annual financial statements for a period of seven years approved by the relevant authorities.
- No debt or interest loans on the company.
- Create & Develop 14 strategy initiatives at the national & regional level to increase Tabadul revenue to 800% within 3 years such as: SaudiTrade (National single window for Export, Import, Logistics, Trading and Financial), Logistics & Procurement Marketplace, KSA eCatalog, KSA Local content Portal, & Single Payment for trading Community.

Business Achievements:

- Establish a Gov. Company and achieve a vision to be the largest player in the eServices across Export, Import, Trading, logistics, & Procurements sectors.
- Develop More than 170 eServices in the largest System (SaudiTrade) @ MENA to cover major G2G, G2B, & B2B processes and to be Kingdom Gateway for eTrading.
- Develop & rollout the largest Port Community System in the region to cover the Kingdom 9 seaports consist from 30 eServices within less than one year.
- Implement & Activate "Massar" Portal as tracking system for goods & containers @ KSA level.
- Create eWallet & single payment portal for trading Community at KSA Seaports.
- Develop a schedule system for trucks to enter & load the goods & containers @ KSA seaports.
- Activated (140) transactions e-services (www.SaudiEDI.com change to www.fasah.sa) to cover major Export & Import business between G2G & G2B in 34 Ports (Airports, Seaports, Land ports, & Dry port) @ KSA within 4.5 years.
- Operate yearly more than 17,000,000 transactions for Export & Import between the major Stockholders (CUSTOMS, Traders, Custom Brokers, Ship Agents, Freight Forwarders, Shipping Lines, Ports Contractors, Express Mails, Train Operator, Airlines, Car Agents, Private-Public Laboratories, ...etc).
- In-house Developed eProcurement Portal (www.SaudiEGP.sa change to monafasat.etimad.sa) for KSA Government and manage the largest rollout for more than 200 Gov. Entities (trained more than 3K Gov. employees) and more than 22K suppliers officially registered within 3 years only.
- Design & build one of the largest eServices Platform in the Kingdom to be the most efficient ecosystem to host Tabadul eServices & other add-value eServices from Financial, Law, Logistics, Business Directories & marketplaces Providers.
- Planning and implementing a comprehensive strategy for information security for Tabadul, led to ensure the operation of Tabadul eServices that provided to the partners and customers (public & commercial sectors) are not subjected to any penetration or disruption of their systems for more than eight consecutive years.
- Built & operate very Secure (Certificated ISO 27001) Active Data Center & passive Disaster Recovery Center without shutdown or issue through last five years.
- Finalize the legal processes & Technical requirements to automate the Bank Guarantees & Letters of Credit for Financial sector incorporate with SAMA (Saudi Arabian Monetary Authority)
- Finalize the business processes & Technical requirements to build the Local Content Unit portal for suppliers.
- Winning many certificates and awards from international, regional, Gulf and local organizations such as: United Nations, World Customs Organization, HP, GCC, Saudi Customs, & "Yesser" Program.

Work Experience:

Transformation & Strategy Senior Advisor (Confidential) (Effective JAN 2018)

- Reviewing and evaluating goals, plans, policies, procedures, manuals, and their compatibility with the governance
- Establishing and prepare business visibility for some ideas of APP's in Logistics and FinTech.
- Provide consultations for Health & Medical Care APP's in the private sector
- Evaluate current ICT business and services and their feasibility and viability



**Saudi e-Tabadul Co. (Tabadul), Public Investment Fund, @Riyadh, Jeddah, Dammam
BoD Advisor (OCT 2017 – DEC 2017)**



**Saudi e-Tabadul Co. (Tabadul), Public Investment Fund, @Riyadh, Jeddah, Dammam
CEO (FEB 2010 – SEP 2017)**

- Ensure the development of strategic goals, business plans, budgets and resources for Tabadul Company functions in accordance with the overall strategy and direction.
- Develop with Tabadul's management an integrated business plan and determines direction of departments.
- Provide high level directions for setting the departments goals and objectives and monitors their operations.
- Review overall budgets at Tabadul Company level, recommends adjustments and discusses it with the BOD.
- Ensure the development of an effective organization structure
- Monitor regular updates and modifications on Tabadul functions policies, procedures and processes.
- Investigate the possibilities of further expansion in operations and e-services.
- Safeguards Tabadul Company interests, and control the financial and operational activities.
- Monitor capital expenditure and operating budgets for Tabadul Company on Quartile & annual basis.
- Conducts a strategic review of Tabadul KPI's on a regular basis to determine whether the company is meeting its

short and long term objectives.

- Review the operating results of Tabadul departments & compare it to established objectives, and follow-up to ensure appropriate measures are taken to correct unsatisfied results.
 - Review internal processes, audits reports, & submit the recommendations and reports to the BOD.
 - Represent Tabadul with major government entities, stakeholders and local, regional /international organizations.
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SAUDIEDI e-Trading Services Project for PIF/MOF, @Riyadh, Jeddah, Dammam Operation Director (2009-2010)

- Manage and control all operation activities into SAUDIEDI scope of e-Trading services for G2G and G2B
 - Review and redesign the main components of the system and negotiate with the system contractor to supply & develop all components required.
 - Ensure all suppliers and contractors execute the scope work of their contracts according to best practices.
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Large Scope Governmental Portfolio Management HQ Riyadh, All major Cities Management Consultant (2008-2009)

- Audit & advise the PMO members in setup & implement Project Management Office based on PMI standard.
 - Review & QA the PMO processes, forms, procedures, & manuals to fit with PMI standard.
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AL-Mozoon Group Head Office @ Riyadh, Offices: Dammam, UK (2004-2007)

AL-Mozoon Group Business Development VP

Al-Mozoon Group have strong exclusive relationship with TCS (TATA Consultant Services) the largest IT company in Asia region and my task is to help this relation to be joint venture company in this way:

- Establish general Business Plan that covers the most profitable areas in IT in Saudi Arabia Marketing.
- Identify our Partners, OEM, SIV, and SI by setup & prepare Marketing Plan.
- Study & analysis the largest Customers requirements and needs in next 5 years.
- Analysis and forecasting our strength and add-values to the market needs
- Identify the current projects in the marketing & define the most right solution based-on customer environment.
- Ensuring quality of all strategy and business planning deliverables.

Value Add Services JV Director

Al-Mozoon established strategy Business unit for VAS (Value Add Services) Mobile and run partnership with International Premier hosting company for Voice/Video services, and my tasks:

- Establish general Business Plan that covers the most profitable areas of VAS in Saudi Arabia Marketing.
 - Identify our Partners, OEM, SIV, and SI.
 - Setup & prepare Visibility study based on the marketing segments and needs.
 - Build & execute the road map to launch our services/contents/applications.
 - Install & setup our platform at STC Data Centre & activate the new VAS services.
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Saudi Advance Logistic (SAL) Company Head Office @ Riyadh (2001-2004) IT company under AL-Mozoon Group

SAL IT' Vice President

SAL is the core IT company specialized in Defence IT solution, establish early in 1994 to develop different solutions for Defence clients, and my tasks:

- Restructure the company based-on new Strategy.
- Analysis the IT marketing in Saudi Arabia/ Middle East and define the potential areas.
- Develop new Business roadmap to hit the market target
- Qualify & introduce the company at the major clients such as STC, ARAMCO, SABIC, SCECO, ... etc.

FASTS Project Manager

FASTS was the first web based system in Saudi military to implement Supply chain with the vendors, and my tasks:

- Responsible for managing the life cycle of the project based-on PMI methodology.
 - Coordinates with stakeholders to effectively discharge Project Management duties and completion of project tasks.
 - Prepares Project Plan that ensures the delivery of the project components (deliverables) with specific deadlines.
 - Manages Project Resources, Issues, Risks, Budget Communications, and Procedures.
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- Coordinates with Finance to ensure the clients gets invoiced on completion of project deliverables.
- Handles & communicates project extensions or change in due dates & deliverables.
- Build Reverses engineering process for this System

IT Manager

To run and operate all IT activities and functions in SAL and other sister companies, and my major tasks:

- Participate in preparing IT budget, short and long term planning.
- Plan, design, & monitor of IT infrastructure functions (operation, installation, selecting, managing, purchasing computer HW, OS, LAN OS, Internet and PC packages);
- Monitor & evaluate performance of section staff and set objectives for performance.
- Conduct market researches analysis to investigate the trends in ICT to meet the needs of the Company.



Royal Saudi Air Force / BDM International Company HQ Riyadh, All Air Bases Supply Systems Administrator (1999-2001)

- Plan, Design, Control, and schedule the performance of Supply Data base management and KPI's.
- Maintain data availability and data access (reporting tools, portals... etc) to users and executives each to their needs.
- Implementation and maintenance of data backup and disaster recovery procedures.
- Manage the development and implementation of the IT guidelines, policies, procedures and standards.



Royal Saudi Air Force / BDM International Company HQ Riyadh, All Air Bases Senior System Analyst (1997-1999)

AUTOLOG is the biggest Logistics system in Royal Saudi Air Force. It provides RSAF with the facilities, communications, training, equipment, computer hardware and software to automate RSAF supply and maintenance..

- EMDAD Repository Manager & Base Lining Team (one of EMDAD Teams) Leader
- Oracle Products & Case Tools contact-point & technical support
- Clothing System Project leader



Royal Saudi Air Force / UPMOC Company HQ Riyadh, All Air Bases Programmer/Analyst (1995-1997)

- Oracle Designer, Developer, Discoverer Administrator
- EMDAD LAN Administrator & EMDAD Project Analyst & QA
- AUTOLOG Data Warehousing Projects Coordinator

Part Time Jobs

IT Technical Manager	@ Training Institute	1996 –1997
Systems Developer	@ Saudi Company (Telecommunication, IT)	1999 –2001
Business Development Consultant	@ IT/Telecomm System Integrator Company	2003 – (3 months)
Software Development Manager	@ Software House	2008–2009 (less than a year)
President	@ Projects Management Company	2009–2009 (3 months)

Awards

- 21st Middle East Smart Government and Smart Cities Excellence Awards, May 2016
- GCC eGovernment Award, Nov 2015
- Saudi Customs Award, May 2010
- Star Awards, 2000, BDM Corporation
- CERTIFICATE OF MERIT, The World Customs Organization, 2012
- United Nation Public Service Award, Jun 2010
- GCC eGovernment Award, Dec 2009
- Star Awards, 1998, BDM Corporation

