

MOHAMMED ALFARAN

Managing Director (C-Level)

General Management | Strategy | Operations | Commercial, Marketing & Sales
Saudi Arabia | +966 54 854 4415 | mohammedalfaran@outlook.com

EXECUTIVE PROFILE

Managing Director and C-suite executive with 8+ years of progressive leadership experience overseeing organizational strategy, enterprise operations, commercial performance, project portfolios, and integrated marketing & sales functions across Saudi Arabia and Australia. Proven track record in driving growth, optimizing performance, and translating strategic vision into measurable results within complex, high-visibility environments including entertainment, hospitality, technology, tourism, and public-sector-linked organizations. Brings a rare blend of general management authority, project governance discipline, and commercial acumen, enabling sustainable scale, strong governance, and market leadership. Trusted partner to senior stakeholders and executives, with deep understanding of Vision 2030 priorities, organizational transformation, and value creation.

C-LEVEL LEADERSHIP SCOPE

- General Management & Enterprise Leadership
- Corporate & Growth Strategy
- P&L; Oversight & Financial Performance
- Operations & Performance Excellence
- Commercial, Marketing & Sales Leadership
- Project & Program Governance (PMP-led)
- Partnerships, Business Development & Revenue Growth
- Stakeholder, Government & Executive Engagement
- Organizational Design & Leadership Development

Managing Director / General Manager (MD/GM)

Ejada System Company | Saudi Arabia | 2024 – Present

- Provide enterprise-wide leadership across operations, projects, marketing, commercial performance, and partnerships, reporting to senior executive leadership.
- Define and execute corporate strategy, annual business plans, and growth initiatives aligned with Vision 2030.
- Own oversight of multi-million SAR project and program portfolios ensuring disciplined governance, risk management, and delivery excellence.
- Lead commercial performance through market positioning, partnerships, and integrated marketing & sales strategies.
- Direct brand, marketing, and communications strategy to strengthen corporate reputation and market competitiveness.
- Lead and develop senior management teams embedding accountability, performance management, and operational excellence.
- Prepare executive dashboards, strategic reports, and decision papers for senior stakeholders.

Operations Director / Senior Program & Commercial Lead

Comeando – Saudi Aramco Projects | Saudi Arabia | 2023 – 2024

- Acted as senior executive lead for large-scale, regulated programs overseeing operations, commercial performance, and delivery outcomes.
- Directed program strategy, operational readiness, workforce planning, and vendor management across multiple workstreams.
- Managed budgets, contracts, and performance KPIs while ensuring compliance with Aramco and government standards.
- Led stakeholder engagement with executive leadership, partners, and regulatory entities.

Senior Director – Projects, Strategy & Marketing

Yellow Sky Design Pty Ltd | Australia | 2020 – 2023

- Held senior leadership responsibility for project delivery, commercial performance, and marketing strategy across hospitality, destination, and mixed-use developments.
- Led end-to-end execution from concept, feasibility, and market positioning through delivery and operational handover.
- Oversaw branding, go-to-market strategies, and client growth initiatives for public and private sector clients.
- Managed multidisciplinary teams and ensured financial control, governance, and quality outcomes.

Strategy, Performance & Operations Manager

National Talents Company | Saudi Arabia | 2023

- Led organizational performance frameworks, KPI design, and operational improvement initiatives.
- Advised executive leadership on efficiency optimization, restructuring, and strategic alignment.

Senior Project & Commercial Manager

Zamzam.com & Kizan Tourism | Saudi Arabia | 2022 – 2023

- Oversaw commercial initiatives, tourism projects, and digital platforms supporting growth and market expansion.
- Managed cross-functional teams, partners, and service providers to deliver commercial and operational objectives.

COMMERCIAL, MARKETING & SALES LEADERSHIP

- Revenue growth strategy & market expansion
- Integrated marketing, brand & communications leadership
- Sales enablement & demand generation
- Commercial partnerships & ecosystem development
- Pricing, value proposition & go-to-market strategy
- Client acquisition, retention & relationship management

PROJECT & GOVERNANCE EXPERTISE

- Executive sponsorship of complex, multi-stakeholder programs
- Portfolio-level governance and performance oversight
- Risk, issue, and dependency management
- Board-level reporting and executive decision support
- Alignment of projects with strategic and financial goals

EDUCATION

Master of Business Administration (MBA) – Marketing, Australian Institute of Business (Ongoing)
Bachelor's Degree – Events & Tourism Management, University of South Australia

CERTIFICATIONS

- Project Management Professional (PMP)
- PMI – Risk Management Professional (PMI-RMP)
- Diploma in Human Resources
- Diploma in Leadership & Management