

Faisal Al-Salhi

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PMP Certified Project Management Consultant with 20 Years of Experience in Marketing

SUMMARY

Accomplished executive with over 20 years of experience in project management and marketing, driving growth and profitability for global brands. Recognized as an expert in strategic and management practices, with a track record of success in the largest companies in the industry. Throughout my career, I have been at the forefront of digital transformation, implementing cutting-edge strategies to optimize business operations and drive organizational growth. My deep understanding of emerging trends and technologies has allowed me to stay ahead of the curve and make informed decisions that maximize efficiency and profitability. I have successfully managed complex projects worth billions of Saudi riyals across diverse industries, including defense and security, tourism, and construction. My expertise spans project planning, execution, risk management, communication, quality management, change management, resource management, client management, performance management, data analysis, and marketing. With a keen eye for identifying opportunities and mitigating risks, I have consistently delivered measurable results and enhanced decision-making processes through the power of data analysis. I am known for my ability to build strong relationships with clients and stakeholders, collaborating across teams to drive cross-functional initiatives and achieve organizational objectives. Having worked for industry-leading companies, I possess a deep understanding of strategic and management practices, enabling me to provide valuable insights and drive business success. My experience and expertise have positioned organizations for long-term growth in a rapidly evolving marketplace, making me a highly sought-after professional in the field.

EXPERIENCE

Director, Kearney, KSA

Sept 2022 - Present

- Successfully led the implementation of the "Setup the Information Technology Governance Model and Organizational Structure for the Ministry of Defense" project as the Project Manager at Kearney.
- Established the Information Technology Central Administration to oversee and coordinate IT-related activities.
- Implemented joint technical master network operations for seamless communication and collaboration among different units.
- Initiated a transition process to streamline the IT Organizational Structure within the armed forces.
- Set up internal councils for each force to enhance their participation in centralized information technology decision-making.
- Aligned IT procurement and development processes with the new governance model.
- Developed standards for information technology and institutional architecture to ensure consistency and efficiency.
- Collaborated with Wipro to leverage their expertise in defense, transformation advisory, digital/enterprise architecture, and IT operating models.
- Successfully executed the seven key initiatives, resulting in a modern and integrated IT governance model and organizational structure for the Ministry of Defense.
- Improved efficiency and effectiveness in IT operations across all branches of the armed forces.

Project Director, Deloitte, KSA

Jul 2021 – Sept 2022

- Supported the establishment of a key international market department in the Saudi Tourism Authority by managing the business plan development.
- Utilized market research and tourist feedback to identify barriers and increase level of tourism (domestic tourism, inbound tourism, and religious tourism).
- Ensured the participation in exhibitions to market tourist products.
- Ensured projects are managed according to plan by developing tools such as project planner and dashboard, which resulted in efficient monitoring, reporting and execution of projects.
- Provided guidance and support to project managers and the project team to ensure knowledge sharing and development of the team.
- Identified potential risks and developed mitigation plans to minimize delays in the projects and ensure effective execution of the projects.

Project Manager & (Customer Portfolio Manager Acting), MOMRA, Minister's Office, KSA 2017 - 2021

- Conducted studies aiming to maximize employee productivity and create a motivational environment.
- Managed the vendor relations between the Ministry and key vendors.
- Managed surveys focused on citizen interactions and experiences with state government services to achieve a level of satisfaction in-line with Saudi Vision 2030.
- Supervised the overall implementation of the National Transformation Program (NTP) and ensured the accomplishment of objectives and goals within the framework of time and financial aspects.

Marketing Manager, Forsan Ceramics Co, KSA

2016 - 2017

- Created the organizational structure of the marketing and sales department from scratch by shortlisting, interviewing and hiring the marketing and sales teams.
- Trained and coached 25 team members on sales techniques, customer relationship management and marketing strategy development.
- Took initiative and ensured big-scale projects for the company such as King Abdullah Economic City exclusive contract (tiling, sanitary equipment), MENA project in Macca (Porcelain tiling), Abdullatif Jamil Office Building and Nasriyah Towers.
- Designed, implemented and facilitated an effective local marketing strategy starting from vision, mission, brand image, promotions, marketing strategy to operational plan.
- Forecasted sales volume and coordinated supply chain process to ensure product availability

Marketing Manager, Aldar Almahalliyya Public Affairs, KSA

2015 - 2016

- Responsible for the re-launching of 'Salamatak' health program all over GCC countries through effective communication with the Ministers of Health and representatives of Kuwait, UAE, Bahrain, Qatar and Oman.
- Created and implemented awareness campaigns using direct marketing with patients in hospitals all over Saudi Arabia.
- Tracked record in the implementation of integrated campaigns by gaining customer insight and ensuring engagement.
- Monitored content generation across media and managed the interactions garnered.

CRM Supervisor, Banque Saudi Fransi, KSA

2009 - 2010

- Signed contracts with corporate clients with over 10 000 employees within only 9 months.
- Took part in the success of the first Islamic Bank branch of Banque Saudi Fransi.
- Developed and maintained excellent client relationships.

Marketing Manager, Mayinfo Systems Co., KSA

2007 - 2009

- Created sales strategy resulting in projects in King Khaled Airport and Ministry of Environment, Water and Agriculture of Saudi Arabia.
- Managed both inbound and outbound campaigns to generate new business and to support sales teams.
- Identified media outlets and areas of opportunity for grassroots campaigns; established cross-promotion techniques.

Marketing Assistant Manager, - Int'l FB Group for Marketing, KSA

2002 - 2006

- Participated in big scale marketing projects such as:
 - Paramount University of Technology – American University of London (2002 – 2004)
 - American Express (2004 – 2005)
 - Mega Services Center (2005 – 2006)

EDUCATION

Master of Science, Management Information Technology, Hood College, USA **2015**

Master of Science, Project Management, George Washington University, USA **2014**

Bachelor of Business Administration, Marketing, King Abdul-Aziz University, KSA **2011**

CERTIFICATION

Project Management Professional, Project Management Institute **2019**

Portfolio Management Professional, Project Management Institute **2019**

Certificate in Supply Chain Professional, Hood College, USA **2015**

Certificate in Cybersecurity, Hood College, USA **2014**

LANGUAGES AND SKILLS

Languages: Arabic and English

Skills: Project Planning, Project Execution, Risk Management, Communication Skills, Quality Management, Change Management, Strategic Planning, Client Management, IT Governance, Data Analysis, Marketing Skills

PERSONAL PROJECT

Founder, IMARK, KSA

2006 - Present

- Organized up to 65 events including 13 big scales events for high profile brands such as Red Bull, Power Horse and Lipton iced tea with up to 500,000 attendees.

- Responsible for all event logistics: tents, lighting, stage, and ticket booth.
- Ensured sponsors and celebrity appearances as well as creating event marketing ideas.

COURSES

Certified ScrumMaster (CSM) , Ministry of Communication and Information Technology	2021
Agile Certified Practitioner (ACP) , Ministry of Communication and Information Technology	2021
Promoting Multicultural Environment , Hood College, USA	2013
Six sigma: The Secret Success Behind Fortune 500 companies , Saudi Quality Council	2008
New ISO 9001:2008-2009 standard , Saudi Quality Council	2008