

Mohammed Zaher Alalyani

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Summary

Dynamic, and forward-thinking mindset with entrepreneurial spirit. I have 10 years experience specialized in eCommerce for innovative tech products. In any organizations that need to transform into digital services using seamless go-to-market roadmaps.

Highlights

- Startups Market Launcher
- Entrepreneurship Skills
- Product management plan
- eProduct Implementation
- Plan SRS & wireframe
- Market Research and Analysis

- Startup Regulations & Establishment
- Team Building and Leadership
- Third-party system Integrations
- Hiring, Training and team uplifting
- Business Development Managing
- Customer Success & Partnership

Industries

- Background Check & Verification - HR
- Psychometrics Assessment - HR
- Tech e-Commerce Platform (SaaS)
- Online Marketplace Apps - Handcrafts
- Digital Healthcare applications & HIS
- Cloud Kitchens - Food Delivery (F&B)

Professional Experience - Full Time

CUSTOMER SUCCESS MANAGER - RIYADH

09/2024 – Present

DataFlow Group (Talents Primary Source Verification), Riyadh, Saudi Arabia

- Managing, Planning and Maintaining** - Managing and setting achievable goals for key clients that need to leverage its opportunities based on standards and regulations, by getting a verification for the best talents which will definitely impact positively in the society
- Building Governmental and Strategic Partnership** - Handling prime accounts, setup plans and a clear understanding of the services, expect challenges and sort them out. Strategically improve and grow a strong revenue of Millions SAR in a quarterly basis for our key clients which I'm assigned to manage day-to-day as following:
 - Saudi Commission for Health Specialties**
 - Takamol Holding by Ministry of Human Resources and Social Development**
- Above and Beyond** - demonstrate a high level of commitments and work around the clients needs and expectations

CENTRAL REGIONAL MANAGER - RIYADH

10/2023 – 08/2024

Salla e-Commerce Platform (Transforming Retail Stores into online market), Riyadh, Saudi Arabia

- Educate the market** - Joined Salla team in Riyadh office to build and lead a sales team in the central region. My main job was to build the team, analyze, plan, pivot and approach the retail market from an early stage, to transform them into online stores using Salla eCommerce Platform.
- Training and Development** - Ensured the sales team is gaining the highest level of e-commerce knowledge and standards, in order for us to be able to enrich potential clients with the how-to. Which definitely empowered the team to support the clients to meet the requirements, learn the basics, and overcome challenges to utilize online shopping successfully.
- Technology, third-party Systems and Regulations** - Learned and taught the Know-what and the know-How for the Salla stakeholders in order for us to understand how the platform is enabled with integrated systems and solutions that function smoothly while meeting all required regulations and included integrated solutions such as the following:
 - Government Regulations and required Certificates (Local and International such as Server Hosting, Domains & DUNS, Saudi Authority for Intellectual Property for Source Codes Protection)
 - Platform Portals and Dashboards - All other related products and subproducts
 - Warehouses, Fulfillment, and Logistic systems AWB
 - Payment Gateways and solutions
 - ERP and CRM Systems
 - Communication and Special Solutions such as (AI for UI & UX, Chatbot, OTP Providers)
 - Environments Tools, AppStores, Google Browsers, GitHub and Studios.
 - Digital Marketing Channels, Integration with Google Console, SEO, ASO for Apps, and Social Media Pixels

ACCOUNT EXECUTIVE**1/2021 – 07/2023****Kitchen Park - Cloud Kitchens for delivery-only kitchens (Real Estate Solutions) in GCC, Riyadh, Saudi Arabia**

- **Educate the market** - Joined KP from an early stage, to establish Kitchen Park facilities across the regions in Saudi Arabia and started from scratch, we studied the food and beverages market, analyzed and broke barriers to convince local and international restaurants to join cloud kitchens using our facilities in the region
- **Collaborate with SDR** - Managing pipeline and work closely with SDR team to generate new leads, manage potential clients to pre-arrange meetings, facility tours and to keep the client engaged and ready for the next step
- **Manage deals from prospecting to closing** - Acquire, meet, introduce, negotiate, lead facilities tours, sell, sign contracts, help onboarding, follow up and develop partnership for expansion
- **Collaborate with Operation & Account managers** - Working closely with operation team for onboarding to go live and ongoing maintenance to support clients with any conflicts or issues they may face
- **Arrange with Real Estate & Business Development** - Expect conflicts and set solutions for each client's needs of technical recruitments and major changes in their space. Then manage to fix or modify the standards accordingly

SENIOR AREA DEVELOPMENT MANAGER**7/2020 – 12/2020****Vezeeta.com Digital Healthcare Platform for online booking with doctors in MENA, Riyadh, Saudi Arabia**

- **Home Care Product** - Involved and coordinated with different teams to establish and release Vezeeta home care product in the Saudi Market as a new healthcare service
- **Retention** - Lead and collaborated with other teams to improving certain accounts that haven't met our agreement and never paid, in the meanwhile to make them pay all pending dues of invoices and improve their performance

MARKETING LEAD - Saudi Arabia**3/2020 – 7/2020****Vezeeta.com Digital Healthcare Platform for online services in MENA, Riyadh, Saudi Arabia**

- **Telehealth Calls and Videos Product** - Involved and coordinated with different teams to establish and transform our service to go fully online by releasing Vezeeta Telehealth Calls & videos service at COVID-19 pandemic
- **Coronavirus Telehealth Project** - Worked closely with several teams in a freecharge telehealth consultation.
- Hired and managed remotely doctors to work temporarily under our new service
- **Social Media Influencers marketing Campaign** - Created marketing plans to run social media influencers campaigns with a third party agencies, and increased the number of app installs, views, and bookings with Vezeeta
- Created a new simple communication process for marketing team members to successfully deliver a very fast content
- Created plans for Vezeeta digital marketing content and collaborated in a Pre-Production Media and short video ads
- Established a strategic marketing plan and partnership with hospitals, governments & semi-government sectors
- Supervising for ground activities with third party promoters that happened in malls and booths to promote Vezeeta

AREA DEVELOPMENT MANAGER**11/2018 – 3/2020****Vezeeta.com Digital Healthcare Platform for online booking with doctors in MENA, Riyadh, Saudi Arabia**

- Joined from an early stage, to establish Vezeeta in Saudi Arabia from scratch, we studied, analyzed and broke barriers to enter the healthcare market in Saudi Arabia.
- **Success Accounts Management** - Managed accounts and built partnership for large medical accounts of joint hospitals and managed to increase their bookings and revenue based on our data, their performance and "gap-analysis"
- Provide training to our clients on how to manage and track online bookings and trained Vezeeta new employees
- Aligned with product team to add, modify, launch new features and services such as, new offers and online payment
- **Acquire Potential Clients** - Acquired, introduced, negotiated, sold, signed contracts, trained admins and follow up
- Identified trendsetter ideas by researching the industry
- Located and propose to potential hospitals and polyclinics; discovering and exploring opportunities

PURCHASING COORDINATOR & FIREFIGHTER**12/2006 – 7/2011****Ministry of Interior, Directorate General of Civil Defense, Al-Khobar, Saudi Arabia**

- Assisted in preparing all vendors reports for the purchasing system and manage all buying materials
- Coordinated with supervisors and partners to provide support and administrative assistance following policies and law
- Helped with inventory control and orders and obtain all required approvals based on laws and regulations
- 4 times, Involved in inspection operations of hotels and residential facilities housing pilgrims in Makkah

Consulting Experience - Additional Projects

CO-FOUNDER / MARKET LAUNCHER

1/2018 – Present

Funtok App - Online Marketplace for artisanal handcrafted gifts (Startup), Riyadh, Saudi Arabia

- Established and developed an online marketplace platform including (web & app) from scratch for creative sellers - handcrafts designers who sell from home using our shopping platform <https://funtok.app/en/>
- Created plans, model, interface design, and contributed to integrate certain models and tools to enable Funtok app
- Prepared, feasibility study, business plan, presentation and pitching materials, and complete marketing plans
- Developed policies, completed government licenses and completed regulations documents
- Hired and lead Funtok team and manage outsourcing teams who joined us to build the product from overseas
- Contributed in making decisions and leading Funtok team and business development for all aspects
- Acquired and introduced Funtok services to new handmade sellers who joined various events and exhibitions to sell handmade items so they join Funtok and open their online stores with us
- Trained new sellers how to use Funtok store dashboard to manage orders and increase sales

SENIOR COMMERCIAL MANAGER - RIYADH

08/2023 – 10/2023

Mercer Talent Enterprise - HR Talent for Behaviometrics & Psychometrics Assessment, Riyadh, Saudi Arabia

- Educate the market** - Joined Mercer - Talent Enterprise from an early stage in Saudi Branch, to establish the service

HEAD OF BUSINESS DEVELOPMENT - RIYADH

10/2022 – 04/2023

iWaiter Startup - Digital Menu Powered By STC InspireU Business Accelerator, Riyadh, Saudi Arabia

- Educate the market** - Joined iWaiter from an early stage, to establish the team and analyze the market

BUSINESS DEVELOPMENT AND SALES MANAGER - RIYADH

04/2022 – 12/2022

LaanCare Startup Healthcare App and HIS Cloud System (Transforming clinics into online), Riyadh, Saudi Arabia

- Educate the market** - Joined LaanCare from an early stage, to establish the sales team in Saudi Arabia and Egypt and started from scratch, we studied the HIS market, analyzed it and broke barriers to convince Saudi local and Egyptian Clinics to join the HIS services.

Education

Bachelor of Science, Double Major; Business Management and Entrepreneurship

1/2014 – 5/2018

University of Colorado, Denver

- 1st Major: Business Management
- 2nd Major: Entrepreneurship
- 3rd Minor: Economy

Relevant Coursework: Principles of Entrepreneurship, Developing Dynamic Concepts, Preparing a Business Plan, Lean Marketing, Sales for Entrepreneurs, Ethics: A Formula for Success and Special Topics in Information Systems, media production

Volunteer Experience

Co-founder and Students' Assistant at PIE Org

4/2014 – 1/2015

Innovation Pavilion Incubator, Centennial, Colorado, USA

- Joined the team and Established PIE (Program for Internship and Employment) Non-profit organization
- Assisted Saudi students to find (OPT- CPT) in USA startups & arranged Innovation Pavilion entrepreneurship events

Manager Assistant

10/2012 – 10/2014

Soba Educational Center - Start-up Company, Denver City, Colorado, USA

- Built partnership with SACM to provide financial guarantee to students who applied for IELTS, TOEFL, GRE, GMAT

Saudi Students Clubs under SACM and Saudis in USA

3/2014 – 5/2018

- Contributed in Saudi Walk event, Dakakeen event to support entrepreneurs sell their ideas and products

Certifications and Membership

- Certificate of Membership with InBIA International Business Innovation Association, pursuing training in Entrepreneurship Center Management (ECM) Certificate Program.

Taken Courses:

- The Fundamentals of Business Incubator Management
- Business Incubation Facilities Management
- Certificate of Exploring Entrepreneurship by Monshaat - Small and Medium Enterprises General Authority
- Certificate of Innovation in Transportation and Crowd Management
- Certificate of Entrepreneurship and Leadership by Innovation Pavilion Business Incubator
- Certificate of Membership, leadership and Service, Bona Fide Member of the Society at the University of Colorado