**ALI**

**[Ali.326546@2freemail.com](mailto:Ali.326546@2freemail.com)**

**CEO | COO | MD | Executive Director**

Highly methodical, analytical and results-driven strategic business leader and business value creator with over 24 years’ experience in the areas of Organizational Turnaround, Start-Up Operations, Corporate Management and Strategy as well as Business, Revenue and Bottom Line Growth. Highly qualified dual Master’s in Technology Management and Business. Hands-on experience in establishing short-term and long-term business plans to maximise market penetration and business development. Remarkable skills in formulating annual objectives and KPIs while ensuring effectiveness of resource allocation to maximise profitability. Showcases compelling ‘presence’ and highly polished personality; well equipped to drive continuous process improvements while conceptualising and designing apt initiatives to enhancing overall efficiency and effectiveness of operations and people. Expert in developing new and innovative strategies for growing revenue and increasing bottom-line while spearheading operational improvements to drive productivity and reduce cost. Outstanding ability to provide leadership in an organisation while mentoring high performing staff and ensure all staff are adequately trained and appropriately utilised.

**CORE COMPETENCIES**

▪ Developing Strategic Operating Plans ▪ Overall Profit and Loss Responsibility (P&L) ▪ Capital and Technology Acquisitions

▪ Organisational Design and Restructuring ▪ Expert Advisory, Stakeholder and Board Level Negotiations ▪ New Business and Market Development ▪ Developing and Maintaining Relations ▪ Leadership Development ▪ Designing and Implementing SOPs and KPIs ▪ Development and Administration of Policies ▪ Efficient Resource Utilisation ▪ Risk Assessment and Management

**KEY SKILLS AND ACHIEVEMENTS**

* ***Organizational Turnaround/Business Transformation/Corporate Strategy***
* Matana Steel Factory – Turnaround the loss making plant and returned the company to profitability within 3 months. Established a new corporate strategy, worked with all departments and managers and redesigned key business processes. Focused on optimising production and developing a manufacturing strategy centring on four variables (cost, quality, scheduling and flexibility) thus achieving planned design capacity of the plant in less than a quarter.
* G. P. Zachariades – Transformed twelve business units under M&L to independent competing enterprises, each as a strategic-business-unit (SBU) and a profit-centre with significant emphasis on loss making units. Worked with business unit managers and successfully restructured M&L in terms of processes, management teams and trade specialists, thereby gaining excellence in key corporate deliverables as well as achieving cost, time and quality efficiencies and bottom line of 9 to 11% annually.
* ***Reengineering/Cost Reduction/Maximising Operational Efficiencies/Assembling New Core Teams***
* Matana Steel Factory – Efficiently worked with the operations, production and finance teams, carried out major reengineering, increased production to full plant capacity and successfully met additional revenue targets. Instilled financial discipline and designed the entire supply chain which resulted in reduction of cost by over 20%.
* G. P. Zachariades – Reengineered twelve independent business units under M&L and established international benchmarks and transformed these units as one of the top three in its industry in Bahrain and reported yearly profits in less than two years. Reduced the cost of production and services for all manufacturing and services units varying from 15-20%, which ensured competitiveness and efficiency as well as the savings contributed to growth in the bottom line.
* Ali Bin Ebrahim Abdul Aal Group – Played a focal role in restarting and reengineering the non-operational steel division of the ABEAA Group and assembled the new production, operations and sales teams. Restructured the division to a new direction and executed the capacity expansion plan of the steel division which resulted in increasing the capacity and product mix of the division and achieving a growth of 20% in revenue and 4% in profit.
* Bahrain Rubber Company – Successfully expanded the factory in Bahrain and established new production lines and processes, thereby increasing its annual production capacity and revenue by 40%. Effectively reduced production cost by 26% by automating operations which contributed to an additional growth in the profitability by 50%.
* ***Initiating and Leading Change***
* Matana Steel Factory – Through a continuous changed process, initiated and led the campaign to enhance the image of Matana Steel from low-end steel re-bars producing company to a leading and renowned manufacturer in conformance to various international standards. This change coupled with new product and process certifications resulted in significantly increased revenue by securing high-volume contracts for major projects.
* G. P. Zachariades – Successfully expanded the scope of M&L to undertake external works locally and regionally and achieved the twin objectives of competitive pricing for winning external projects and annual profitability of M&L manufacturing units, thus increasing revenue by 12% and expanding operations in other regional markets.
* Bahrain Rubber Company – Spearheaded the establishment of a factory in Saudi Arabia (Bahrain Rubber Co. Saudi Arabia) to oversee the Central and Western regions of Saudi Arabia and other Gulf countries. Led this initiative from the conceptual design phase to construction of the factory, procurement of machinery and services, approvals and certifications from relevant authorities, setting up of management and technical teams and hiring of skilled craftsmen through to production and developing business while achieving revenue and bottom line targets.
* ***System Design Development and Implementation***
* G. P. Zachariades – Designed and implemented balancing-modernisation-rehabilitation engineering (BMRE) programme for all M&L factories including renovation of existing and development of new infrastructure, upgrade and addition of new machines and tools. Effectively set-up new product lines and enhanced the capabilities, capacities and productivity of each unit which further contributed to an annual savings of 10%, increasing revenue by 15% and bottom line by an additional 3 to 4%.
* G. P. Zachariades – Developed and implemented standard operating procedures (SOPs), departmental objectives and key-performance-indicators (KPIs) for each business unit as well as continuous monitoring and evaluation which served as a benchmark for obtaining integrated management system (IMS) certification in quality, environment and health in 2012 in GPZ. Directed design and implementation of in-house ERP production/operations management systems in key M&L factories and departments, saving costs, enhancing the flow of operations and preventing misuse and pilferage.
* ***Sales and Marketing Support/Stakeholder Relationships***
* Matana Steel Factory – Instrumental in developing a new mapping strategy to reach untapped customers and achieve sales and profit targets. Used personal network and approached C-level executives and stakeholders in leading conglomerates, both locally and regionally, and developed new business relations.
* Matana Steel Factory – Collaborated with the finance team, spearheaded apt marketing campaigns and re-established cordial working relations with banks and DFIs. Restored required banking facilities which assisted in the redesign of the supply chain and facilitated successful entering of regional export markets and achieving set revenue targets.

**CAREER HISTORY**

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| **Chief Executive Officer (CEO) |** Matana Steel Factory, Bahrain | **Jun 2015 – Jun 2016** |

* Efficiently transformed a consistently loss making company since 2012 to achieve break-even and subsequently reporting its first-ever profit in Aug 2015.
* Spearheaded the operations and overcame financial challenges in the first three months and achieved the designed production capacity of the factory in Sep 2015.
* Initiated and led a complete reengineering of operations and carried out major restructuring and organizational redesign to trim the cost by 20% and maximised the throughput on a monthly basis.
* Directed the recruitment of talented professionals, assembling of new core teams, established key processes, developed and implemented SOPs and KPIs in sales, production, quality control, HR and finance and improved operational efficiency.

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| **General Manager (Manufacturing and Logistics) |** G. P. Zachariades (Overseas) Ltd., Bahrain | **Apr 2010 – May 2015** |

* Led the manufacturing and logistics department of GPZ consisting of twelve independent business units.
* Achieved excellence within three years in manufacturing variables such as cost, quality, time and flexibility for all M&L factories through consistent value addition; further gaining cost, time and quality efficiency for internal/external projects.
* Implemented international benchmarks and transformed key M&L units as the top three in its own industry and developed each unit as a strategic business-unit (SBU); as a profit centre with monthly MIS reporting.
* Reengineered M&L divisions with significant emphasis on loss making units in business processes, management teams and trade specialists; transformed these units to independent competing enterprises reporting yearly profits within two years.
* Designed and implemented balancing-modernisation-rehabilitation engineering (BMRE) programme for all M&L factories including renovation of existing and development of new infrastructure, upgrade and addition of new machines and tools.
* Set-up new product lines and augmented the capabilities, capacities, productivity and subsequently contributed to increasing the revenue and profit of each factory.
* Restructured each M&L department’s objectives, teams and resources as well as developing standard operating procedures (SOPs) for each department to obtain integrated management certification (IMS) in June 2012.
* Expanded the scope of M&L to undertake external works and achieved the twin objectives of competitive pricing for winning external projects and the annual profitability of M&L manufacturing units.

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| **General Manager |** Ali Bin Ebrahim Abdul Aal Group, Bahrain | **Nov 2008 – Mar 2010** |

* Developed strategies to engage with leading international companies for prospective alliances and partnerships in Bahrain and regional countries by identifying and prioritising areas of growth, business opportunities and projects for joint ventures.
* Instrumental in restructuring the steel production division producing wide range of steel products and emerging in less than a quarter as a leading local manufacturer.
* Managed the capacity expansion plan of the steel division and increased the capacity and product mix of the division, thus achieving a growth of 20% in revenue and 4% in profit.

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| **General Manager |** Bahrain Rubber Company (Haji Hassan Group), Bahrain | **May 2005 – Jun 2008** |

* Successfully transformed the company from a low performing unit to a high performer (leader) in the industry.
* Modernised the production operations; diversified product portfolio; established sound financial management; built a research oriented environment that outperformed sales, new business development, production and financial targets.
* Enhanced the performance of each department by implementing international benchmarks, thereby achieving excellence in manufacturing variables including cost, quality, scheduling and flexibility.
* Reorganised the sales team by industry - sector classification to approach untapped industries and markets.
* Created new benchmarks for the sales team and exceeded key-performance-indicator (KPI) targets; increasing the turnover of the company by 25% and maintaining zero-customer defection.
* Played a key role in increasing the annual production capacity by 40% and decreasing the production cost by 26%, further contributing to an additional growth in the revenue by 15% and in the profitability by 50%.
* Effectively developed cross-border production operations in Saudi Arabia as an independent factory (Bahrain Rubber Co. Saudi Arabia) to oversee the Central and Western regions of Saudi Arabia and other Gulf countries.

**EARLY CAREER**

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| **Manager Engineering Division |** Al Mannai Group, Bahrain | **Mar 2001 – Apr 2005** |
| **Area Project Manager |** TCJ Motor Public Company Limited, Thailand | **Jun 1997 – Feb 2001** |
| **Assistant Manager (Project Sales Management) |** Heavy Mechanical Complex Limited (HMC), Pakistan | **May 1990 – Aug 1995** |

**EDUCATIONAL QUALIFICATIONS**

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| **MS (Technology Management) |** Asian Institute of Technology, Thailand | **1997** |
| **MBE (Marketing) |** University of Punjab, Pakistan | **1988** |
| **BSc (Applied Science) |** University of Punjab, Pakistan | **1985** |

**CAREER DISTINCTIONS**

* World Bank Graduate Scholarship in 1995 for MS (Technology Management)
* Merit Scholarships in 1987/1988 in the First and Second year of MBE

**PROFESSIONAL CREDENTIALS**

* Strategic Business Planning
* Target Setting and Forecasting
* ISO 9000 and TQM
* Productivity Improvement
* Corporate Social Responsibility towards Sustainable Development

**RESEARCHES**

* Rationale for Reengineering
* Technology Management & Governance – Prospective Strive for Developing Countries
* Problems in Implementation of ISO 9000
* Technology Forecasting for Thermal Power Generation in Developing Countries
* Developing Manufacturing Strategy for a Multi Discrete Production Environment

**PERSONAL DETAILS**

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| **Date of Birth:** 10th Mar, 1964 | **Nationality:** Pakistani |
| **Marital Status:** Married | **Driver’s Licence:** Bahrain |