

# YASSIN SHAREEF AL SHAREEF

## Profile

Accomplished Country Head of M&E, Operations Manager and Acting Regional Manager with experience of leading multinational corporate clients' accounts and delivering successful global projects. A renowned and respected MBA qualified figure operating professionally within demanding and challenging environments with vastly developed contact networks. Ambitious and performance focused professional; capable of using own initiative to adapt, implement and optimise continuous improvements to operational strategies to achieve company objectives.

Generating real stakeholder value through strong leadership, performance optimisation and sophisticated vision. Service driven with the ability to initiate and deliver change combined with excellent managerial skills and a proven success in growing highly competent, stable and well executed teams; possesses the ability to influence and inspire, whilst thinking strategically to achieve results. Now seeking new challenges where core transferable expertise and skills can be applied to enhance operational performance and revenue.

## Education



2019 - [Master Degree in Business Administration MBA](#) with the 1st class honor with 3.8/4.0 GPA – Saudi Electronic University – Colorado State University.

2005 - [Bachelor's Degree in Computing Engineering](#): 3.60/4.00 GPA – American University in London.

2002 - [Associate in Computer Maintenance Diploma](#) – Modern British Institute.

2000 - [High School Degree](#) – Al Fat'h High School.



Nov 2015 - Project Management Professional ([PMP](#)).

Dec 2014 - ITIL Foundation.

Oct 2007 - CISCO Certified Network Associate ([CCNA](#)).

Jul 2003 - Microsoft Certified Systems Administrator ([MCSA](#)).

## Workshops & Training

July 2019 - [AMADUES Training Diploma](#) - with 96/100 finishing score.

May 2015 - [Dubai Arabian Travel Market](#) – Dubai, United Arab Emirates.

Aug 2014 - [Global Online Maturity Training](#) – Carlson Wagonlit Travel  
[Global Partners Network Travel Training](#) – Kuala Lumpur, Malaysia.

Oct 2010 - [Implementing business GLORY system, completing data quality standards and global client set up](#) – Carlson Wagonlit Travel Global Partners Network Travel Training, Cape Town, South Africa.



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Al-Samer Dist., Jeddah, Saudi Arabia, 21442



Married



1983



Syrian



Holding a valid residence in Saudi Arabia & Bahrain



## Target Positions

Senior Manager | Operations Manager | Business Development Manager | Sales Manager | Project Manager | IT Manager | Business Transformation Lead | PMO Manager | Travel Manager | General Manager or any other similar leading roles.



## Management

- Multinational corporates' account management.
- Structured analysis and design.
- Corporate road mapping and strategies.
- Risk assessments and mitigating strategies.



## People

- Inspirational Leadership .
- Leadership Development .
- People Management.
- Resource Management.



## Project Management

- Project Scheduling, Rollout and Delivery.
- Project Closure and Lessons learned.
- Product roadmap development.
- Programme release planning and management.
- Resource management and forecasting.
- Proficient experience in iMeet.

## Employment History

2009 - Present [Carlson Wagonlit Travel, Ace Travel Group.](#)

2018 - Present [Country Head of M&E.](#)

2016 - Present [Operations Manager and Acting Regional Manager of Western Region.](#)



- Work with management to develop sales and pricing strategies.
- Work with clients to develop and implement best practices in their corp. travel policies.
- Perform business analysis activities such as feasibility studies, current & new business processes design, and gap analysis.
- Leading a regional team of 25+ team members towards achieving the organizational goals.
- Build and maintain effective relationship with new clients.
- Perform sales analysis and suggest to management best actions to improve revenue.
- Collect and analyze stakeholders' requirements and suggest best solution.
- Hold regular meetings with management & CEO office to discuss business requirements and best ways of implementation.
- Negotiate and close deals & contracts with clients, airlines, and GDS's.
- Prepare technical & commercial proposals in response to the RFPs & RFQs.

2012 - 2016 [MIS & IT Manager.](#)

- Leading the business transformation program of implementing fully automated and online booking solutions.
- Perform vendor assessments and selection criteria.
- Plan best strategy to implement business digital transformation.
- Managing, monitoring and controlling all key projects related to business transformation program from initiation phase to closure.

2009 - 2012 [IT Specialist.](#)

- Led the project for the upgrading of all network infrastructure within the business which included cabling, termination, routers, switches and VPNs.
- Planned and prepared all appliance and managed ACD and AED systems effectively with MPLS, SIP, IP, VPN and telephony.
- Oversaw the change management and upgrade of the data centres of the company including servers, operating servers, storage and backup plans.
- Upgraded all the mid office and back office IT systems within all branches of the business and ensured BAU.
- Developed and upgraded the company website installing a direct link to the online booking engine.
- Upgraded the full email system within the business and fully migrated all email services to Gmail business environment.

2008- 2009 [Network and System Administrator](#) – International Building Systems.



- End to end management and configuration of two ISA servers and three exchange servers, as well as all Cisco routers, switches and firewalls.
- Installed and administered Microsoft Active Directory 2000 – 2003 for +150 users.
- Built and connected the networks and communications within five new branches offices for the business.

2005- 2008 [Network Engineer / System Administrator Ittehad Al-takamul Project](#) (Saudi Post-Wasel Service)



- Leading data entry team consists of 12 team members.
- Day-to-Day servers' Backup & Maintenance.
- Technical support.
- Data gathering and analyzing.
- Generating daily reports the IT manager of the progress in data entry.
- DB backup & maintenance.

## Travel

- GDS relationships and contracts' negotiations.
- Negotiating Airlines' deals and incentive programs.
- Design and implement corporate travel policies.
- Integrating and implementing varies corporate online booking tools OBTs.
- Proficient level in TRAVCOM CS & E-Travel 2000.
- Comprehensive & solid experience in a wide scale of travel solutions from CWT, such as GLORY, AnalytiQs, and Listen.



## PERSONAL ATTRIBUTES

- Strong Communicator.
- Natural Strategic Vision.
- Approachable & Friendly.
- Positive Attitude.
- Meticulously Detailed.
- Organised & Punctual.
- Analytical Thinker.



## TECHNICAL SKILLS

- CISCO Routers, Switches, and Firewalls' maintenance and configuration.
- Installing, Configuring & Administering Cluster Servers, Juniper Firewall, Microsoft Exchange Microsoft Windows Server, Microsoft Active Directory, MDeamon Mail Servers, Microsoft Office Applications.



## KEY SKILLS

- Client and key stakeholder relations.
- Effective communicator and negotiator.
- Strategic partnership building.
- Analytical problem solver.
- Decision maker.
- Adaptable to demanding environments.
- Risk management.
- Produce reports and maintain databases.
- Cultural Transformation.
- Operational Evolution.
- Business Transformation.
- Influencing Decisions.
- Stakeholder Management.
- Eye For Detail & Accuracy.
- Setting High Standards.