



Eng Saleh A Al-Sulami

Visionary Automotive Executive | Driving
Strategic Growth & Market Leadership

Tap to WhatsApp

+12344567890



email.com



Riyadh & Jeddah, Saudi Arabia



About Me

Accomplished executive with 18+ years of leadership in the automotive and retail industries, driving strategic growth, transformation, and operational excellence. Proven expertise in business development, stakeholder relations, and performance optimization across multinational organizations. Adept at leading high-impact initiatives, restructuring operations, and implementing digital innovations to enhance market positioning. Recognized for pioneering industry-leading strategies that drive profitability, customer engagement, and competitive advantage. A visionary leader committed to delivering sustainable growth and excellence in dynamic, high-stakes environments.

Education

Bachelor of Industrial Engineering

King Fahd University of Petroleum & Minerals (KFUPM)

Skills

- Leadership
- Strategic Thinking
- Communication
- Decision-Making
- Team Management
- Negotiation
- Problem-Solving
- Adaptability
- Stakeholder Management
- Innovation
- Emotional Intelligence
- Public Speaking
- Coaching & Mentorship
- Customer-Centric Approach
- Time Management

Work Experience

Executive Director

July 2023 – Present

Nissan Business – Petromin

As the Executive Director of Nissan Business at Petromin, I lead the strategic direction, operational execution, and market positioning of the brand to drive sustainable growth and long-term success. My role requires a dynamic blend of leadership, strategic foresight, and stakeholder management to align business objectives with industry advancements and market opportunities.

- Strategic Leadership & Business Growth**
 - Develop and implement high-impact business strategies that align with board and shareholder expectations, ensuring strong market positioning and sustainable revenue growth.
- Cross-Functional Leadership & Execution**
 - Inspire, motivate, and guide diverse teams across departments to drive operational excellence, execute key initiatives, and enhance overall business performance.
- Performance-Driven Strategy & Innovation**
 - Define measurable objectives and implement performance metrics to track the effectiveness of strategic initiatives, fostering a culture of continuous innovation and improvement.
- Stakeholder & Government Relations**
 - Serve as the official representative of Petromin Company, building and maintaining trust-based relationships with shareholders, business partners, government entities, and regulatory authorities to advance business interests.

Chief Executive Officer (Acting)

September 2022 – June 2023

General Automotive Company – Alissa Group

- Strategic Business Leadership & Performance Oversight**
 - Directed and optimized the commercial performance across the Alissa Motors portfolio, aligning business objectives with market demands and corporate growth strategies. Led cross-functional teams to achieve operational efficiency and financial targets.
- Business Transformation & Competitive Positioning**
 - Championed a comprehensive transformation strategy to redefine the customer value proposition, modernize the business model, and restructure key operational frameworks to enhance market leadership.
- Performance Management & Industry Benchmarking**
 - Implemented industry benchmarking methodologies to set new performance standards, designing and deploying key performance indicators (KPIs) that were integrated across the organization to drive continuous improvement.
- Organizational Restructuring & Operational Excellence**
 - Spearheaded the restructuring of core business functions, streamlining processes and enhancing efficiency to create a high-performing, agile, and customer-centric organization.

Director

October 2020 – August 2022

Hyundai Motors, Mohamed Yousuf Naghi Group

- Retail Operations Excellence & Performance Management**
 - Led and optimized retail operations across the KSA network, ensuring strong financial performance, budget efficiency, and a superior customer experience to drive engagement and loyalty.
- Strategic Transformation & Digital Innovation**
 - Spearheaded a major business transformation to shift customer engagement towards digital platforms, reducing showroom operational costs while enhancing the overall sales process.
- Market Leadership & Regional Recognition**
 - Developed and executed the "Accelerate" strategy, positioning MYNM as the Best Hyundai Distributor in MENA, while achieving a 45% growth in Hyundai retail volumes.
- Talent Development & Customer-Centric Approach**
 - Established MYNM Hyundai Academy to upskill talent and enhance retail expertise while aligning the customer experience with cutting-edge digital transformation trends in the automotive industry.

Professional Development & Certifications

Executive Leadership & Strategic Management

- **Advanced Leadership Program**
 - Mohammed bin Salman College (MBSC)
- **Leading Digital Transformation Program**
 - Mohammed bin Salman College (MBSC)
- **Strategic Planning & Decision-Making Under Uncertainty**
 - Dr. Paul Schoemaker, Wharton Business School
- **Competing Through Business Models**
 - Prof. Ramon Casadesus, Harvard Business School

Sales, Marketing & Business Development

- **Global Sales Strategies for Ambitious Tech Entrepreneurs**
 - King Abdullah University of Science & Technology (KAUST)
- **'Toyota Way' Sales & Marketing**
 - Toyota Japan
- **Intensive Exchange Program (Sales Development & Strategic Planning)**
 - Toyota Australia
- **Business Center Management Program** Toyota ALJ
- **Guest Delight Program**
 - Toyota ALJ

Process Excellence & Operational Performance

- **Professional Business Process Manager**
 - BPTrend International
- **TSM Kodawari Program Evaluator for Service**
 - Toyota ALJ

Leadership, Coaching & Training

- **Bullet Proof Manager**
 - Crestcom International
- **Certified Coach & Trainer**
 - INTRAC International
- **Leadership Development Workshop**
 - King Fahd University of Petroleum & Minerals (KFUPM)

Organizational Learning & ROI

- **The Value of Learning: How Organizations Capture Value and ROI**
 - Jack Phillips, ASTD

Personal Projects

Radio Host – MBC FM

- Host of a weekly segment titled "Coaching" on MBC FM, focused on personal development, leadership practices, entrepreneurship, and workplace improvement strategies for employees and SMEs.
- Engaged with a wide audience to provide actionable insights and expert guidance on professional and personal growth.

Saudi & International Youth Conferences & Forums

- Regular keynote speaker and contributor at prestigious national and international forums, empowering young professionals in alignment with Saudi Vision 2030.
- Delivered impactful sessions at renowned platforms such as ARAMCO, TEDx, Ignite, Universities, Quality Council, Economic Council, and Global Shapers, among others.
- Advocated for youth empowerment, leadership development, and innovation to shape the future workforce of the Kingdom.

Founder – National Initiative for Change & Continuous Improvement (Kaizenhaa)

- Established Kaizenhaa, a pioneering initiative dedicated to fostering continuous improvement and change management across Saudi Arabia & the Gulf region.
- Advocated for the Kaizen philosophy, promoting efficiency, quality enhancement, and organizational excellence in both public and private sectors.

Director

October 2020 – August 2022

Teleweb Sales Channel / E-Commerce B2B & B2C Director, Abdul Latif Jameel Motors

- **Retail Operations Excellence & Performance Management**
 - Led and optimized retail operations across the KSA network, ensuring strong financial performance, budget efficiency, and a superior customer experience to drive engagement and loyalty.
- **Strategic Transformation & Digital Innovation**
 - Spearheaded a major business transformation to shift customer engagement towards digital platforms, reducing showroom operational costs while enhancing the overall sales process.
- **Market Leadership & Regional Recognition**
 - Developed and executed the "Accelerate" strategy, positioning MYNM as the Best Hyundai Distributor in MENA, while achieving a 45% growth in Hyundai retail volumes.
- **Talent Development & Customer-Centric Approach**
 - Established MYNM Hyundai Academy to upskill talent and enhance retail expertise while aligning the customer experience with cutting-edge digital transformation trends in the automotive industry.

Head of Retail Regional Operations (South Region)

October 2020 – August 2022

Abdul Latif Jameel Motors

- **Regional Leadership & Performance Excellence**
 - Led and managed ALJ's retail business across the South Region, driving operational efficiency, exceeding mandated targets, and aligning business strategies with corporate objectives.
- **Strategic Budgeting & Financial Management**
 - Developed and executed the Annual Budget for all Sales and Aftersales functions, ensuring financial sustainability and maximizing profitability across all business activities.
- **Best Practice Implementation & Market Recognition**
 - Positioned the South Region as the Best Practice Leader in the Saudi market for three consecutive years (2015, 2016, 2017) by deploying innovative and results-driven operational strategies.
- **Team Engagement & Sales Growth Optimization**
 - Fostered a high-performance culture, earning the 'Best Morale & Engagement' award from ALJ HQ in 2016, while significantly improving sales growth, revenue, and productivity amid a dynamic market environment.

Senior General Manager, Guest/Customer Engagement

January 2013 – November 2015

Abdul Latif Jameel Motors

- **Customer Experience Strategy & Transformation**
 - Led the development and execution of customer-centric initiatives, enhancing engagement and increasing Customer Satisfaction Scores from 74% in 2013 to 92% in 2015 across the ALJ retail network.
- **Sales Performance & Organizational Improvement**
 - Conducted network-wide root-cause analysis to identify sales performance gaps, employee motivation issues, and operational inefficiencies, implementing targeted action plans to drive improvement.
- **Quality Program Development & Recognition System**
 - Designed and launched a comprehensive Quality Program to track performance across the network, integrating a recognition and reward system that ensured long-term performance sustainability.
- **Global Recognition & Industry Benchmarking**
 - Received Best Practice Recognition from Toyota Motor Corporation, Japan, for successfully implementing a Sales Quality Program, setting a benchmark among global distributors.

General Manager, Business Development & Strategy

June 2012 – December 2013

Abdul Latif Jameel Motors

- **Strategic Growth & Business Transformation**
 - Developed and executed strategic initiatives to drive long-term, sustainable growth for Toyota's Sales SBU, aligning business transformation projects with corporate objectives.
- **Cross-Functional Leadership & Best Practices Implementation**
 - Served as a Subject Matter Expert (SME), collaborating cross-departmentally to implement strategic initiatives, optimize business processes, and establish industry-leading best practices.
- **Process Optimization & Sales Efficiency**
 - Designed and implemented Standardized Sales Processes, reducing customer contact points, cutting Turn-Around Time (TAT), and significantly improving sales performance and operational efficiency.
- **Sales Performance & Market Share Expansion**
 - Launched a Sales Coaching Program across KSA retail operations, reducing the impact of low performers by 63%, while leading the growth of sales and market share for key models, including Camry, Sequoia, and Corolla.
- **Senior Manager, Retail/Fleet/Wholesalers Sales – Abdul Latif Jameel Motors**
 - July 2010 – Dec 2011
- **Branch Manager, Yanbu City – Abdul Latif Jameel Motors**
 - Oct 2008 to June 2010
- **Call Centre Manager – Abdul Latif Jameel Motors**
 - Oct 2007 to Sep 2008
- **Black Belt Trainee/Kaizen Leader – Abdul Latif Jameel Motors**
 - Sep 2006 to Sep 2007