

OMAR KAYLANI

OPERATIONS & BUSINESS DEVELOPMENT MANAGER

Business Operations | Commercial Growth | Supply Chain | Digital Marketing | E-Commerce

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EXECUTIVE PROFILE

Hands-on Operations and Business Development Manager with more than two decades of experience managing and improving business operations in Saudi Arabia. Experienced across sales, procurement, international trade, supply chain, inventory, finance coordination, customer service, marketing, website development, and e-commerce. Connects daily execution with commercial goals to help businesses operate efficiently and grow.

Able to identify operational problems, improve processes, control costs, strengthen sales activities, select market-relevant products, and build the digital tools businesses need to grow. Works directly with owners, teams, customers, suppliers, and service partners to turn business priorities into practical, accountable action.

LEADERSHIP VALUE

- **Business improvement:** Identifies operational gaps, simplifies processes, controls costs, coordinates teams, and builds practical systems that support profitable growth.
- **Market & growth leadership:** Develops commercial plans, selects market-relevant product ranges, and leads pricing and business-development initiatives across B2B, project, and retail channels.
- **Executive relationships:** Builds trusted, long-term relationships with senior customers, partners, international manufacturers, consultants, contractors, and developers.
- **Team leadership:** Coordinates multidisciplinary teams spanning sales, operations, finance, supply chain, HR, marketing, IT, warehousing, and customer service.
- **Digital growth:** Builds and manages business websites, e-commerce operations, online product content, digital marketing, ERP adoption, reporting, and process automation.
- **International trade:** Directs sourcing and import activity with manufacturers in China, Spain, Italy, Türkiye, and other markets, coordinating purchasing, freight, customs requirements, and distribution.
- **Saudi market & compliance:** Extensive knowledge of the Saudi business environment, regulatory requirements, government platforms, procurement, and commercial practices.

CORE EXPERTISE

Strategic Sales Leadership Go-to-Market Planning Business Development	Executive Stakeholder Management Key Accounts & Partnerships Commercial Negotiation	Digital Growth & E-Commerce Website Development ERP / CRM Enablement
Cross-Functional Team Leadership Performance & KPI Management Organizational Change	Revenue, Pricing & Margin Management Budgeting & Cost Control Project Sales	Marketing & Customer Growth Procurement & Supply Chain Saudi Regulatory Compliance

PROFESSIONAL EXPERIENCE

Operations & Commercial Manager 2021 - Present

Alertiqa Premium Trading Ltd. Co. | Jeddah, Saudi Arabia

Official title: Executive Director & Shareholder

Lead the end-to-end commercial and operating agenda of a Saudi importer, wholesaler, retailer, and project supplier serving customers, contractors, consultants, developers, and partners across the Kingdom.

- Set commercial priorities and coordinate execution across sales, finance, procurement, supply chain, logistics, HR, marketing, IT, warehousing, and customer service.
- Develop business opportunities and manage strategic relationships with contractors, consultants, architects, developers, suppliers, and international manufacturers.
- Lead end-to-end foreign trade and sourcing with manufacturers in China, Spain, Italy, Türkiye, and other markets, including product selection, supplier negotiation, purchasing, import documentation, production follow-up, freight and shipping coordination, customs requirements, and local distribution.
- Evaluate customer demand and select product ranges for the Saudi market, aligning pricing, quantities, production schedules, shipment planning, inventory availability, and distribution priorities.

- Lead pricing, margin protection, contract negotiation, supplier agreements, operating budgets, purchasing decisions, and inventory planning.
- Guide project and B2B sales activities from opportunity development and solution alignment through negotiation, delivery coordination, and after-sales support.
- Establish operating policies, performance standards, annual objectives, and KPI reviews to strengthen accountability and execution.
- Oversee compliance with Saudi government platforms and regulatory requirements across commercial, HR, payroll, and administrative processes.
- Lead technology-enabled improvements involving Oracle and Odoo ERP, CRM processes, business reporting, digital marketing, website operations, and e-commerce.

Selected Business Impact

- Progressed through four management roles as responsibilities expanded from accounting to sales and marketing, operations, and executive commercial leadership.
- Improved operating efficiency by simplifying workflows, formalizing processes, and strengthening coordination across departments.
- Reduced controllable costs through supplier negotiation, procurement discipline, inventory planning, and operating-process improvements.
- Built durable relationships with international manufacturers and Saudi-market stakeholders, supporting continuity of supply and long-term business development.
- Led ERP implementation and adoption to improve operational visibility, reporting, inventory control, and management decision-making.
- Expanded the company's digital presence and e-commerce capability while improving customer-service and after-sales processes.
- Maintained business continuity during periods of market disruption through scenario planning, resource prioritization, and hands-on leadership.

Earlier Career Progression at Alertiqa

Operations Manager

2011 - 2021

- Directed daily operations, supply chain, warehousing, logistics, administration, budgeting support, and cross-functional performance improvement.

Sales & Marketing Manager

2005 - 2011

- Led showroom, B2B, and project-sales activities; developed promotions; managed customer relationships; and supported market expansion.

Accounting Manager

2003 - 2005

- Oversaw accounting operations, financial reporting, cash-flow coordination, receivables, and management information.

TECHNOLOGY & TRANSFORMATION

- **Programming & IT foundation:** C++, Visual Basic, Delphi, Turbo Pascal, hardware/software troubleshooting, basic networking, and system maintenance.
- **Design & technical applications:** AutoCAD, Autodesk 3ds Max, Adobe Photoshop, and Adobe Illustrator.
- **AI & problem solving:** Generative AI, prompt engineering, AI-assisted research, content development, workflow optimization, and practical technology-enabled business problem solving.
- **Enterprise & digital systems:** Oracle ERP, Odoo ERP, CRM, advanced Microsoft Office, WordPress, WooCommerce, e-commerce, digital marketing, business reporting, inventory workflows, and process automation.

EDUCATION

Master of Business Administration (MBA), In Progress

University of the People | Expected 2027

Bachelor of Business Administration (BBA) - Business Information Systems

Arab Open University | Jeddah, Saudi Arabia

PROFESSIONAL DEVELOPMENT

Bristol Academy (2025)

- Project Management Professional (PMP) preparation program
- Leadership & Communication
- Risk Management
- Change Management

LANGUAGES

Arabic - Native | English - Professional working proficiency | Spanish - Basic working proficiency